



EDITOR & PUBLISHER

1884 The Oldest Publishers and Advertisers Journal in America 1925

SUITE 1700 TIMES BUILDING, NEW YORK.
42 N. 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. 58. No. 16

NEW YORK, SEPTEMBER 12, 1925

By Mail in Advance \$1, U. S. A.
\$4.50, Canada; \$5, Foreign

10c Per Copy

Chicago Tribune
FEATURESBlue Ribbon
FICTIONFirst Run Work of First Class
AuthorsBlue Ribbon Serials for Sunday
(one release a week)Blue Ribbon Serials Week day (six
days a week)Blue Ribbon Short Stories—from
8,000 words down.Well Written Tabloid Short Stories
of 300-600 wordsBLACK & WHITE
StripsThe Cumps by Sidney Smith
Gasoline Alley by Frank King
Harold Teen by Carl Ed
Winnie Winkle by M. M. Branner
Moon Mullins by Frank Willard
Smitty by Walter Berndt
Little Orphan Annie by Harold Gray

COMICS IN COLORS

8 Chicago Tribune Comics offered in
an 8-page color comic section either
tabloid or full size.

TEXAS SLIM

By Ferd Johnson

THE GUMPS

By Sidney Smith

GASOLINE ALLEY

By Frank King

HAROLD TEEN

By Carl Ed

WINNIE WINKLE

By Branner

SMITTY

By Berndt

THE PIXEYS

Two color comic by
William Donahay

MOON MULLINS

By Willard

LITTLE ORPHAN ANNIE

Daily Strip and Sunday Page

By Harold Gray

GOOP ETIQUETTE

By Gelett Burgess

W. E. HILL

PAGE OF COMICS

in Gravure or Black and White

BEHAVE YERSELF!

By Sa's Bostwick

CARTOONS

John T. McCutcheon—Carey Orr—
Gar Williams

H. L. MENCKEN

Weekly Literary Letter

ROXY RADIO COLUMN

By Willard

BURNS MANTLE

Weekly New York Theatre Letter

WEEKLY ILLUSTRATED

CHILDREN'S STORY

By Raymond Kelly

DR. EVANS

The first and best of newspaper
Medical Writers

WEEKLY COMIC STRIPS

JOLLY JINGLES

By Hunter

EMBARRASSING MOMENTS

By McCullough

SENTENCE SERMONS

By Roy L. Smith

DAILY AND SUNDAY

CROSS WORD PUZZLES

Daily and Sunday

DAILY TRUE LOVE STORY

Men's Fashions, Women's Fashions,
Woods and Waters, Farm and
Garden, Love and Beauty, Cookery,
Etiquette, Home Harmonious, Line
o' Type, Sports, Science and Em-
broidery, Club Ethics, Wake, In
Motordom, Outline of Science,
Character Reading, Weekly Home
Page, Women's page and page of
Sports.

PACIFIC & ATLANTIC

Photos

Organized by The Chicago Tribune
and the New York Daily News

25 Park Place, New York

LEASED WIRE SERVICE

Foreign—National—Local

Telepix

Doris Blake's
Daily Chats

DORIS Blake needs no introduction to those who are familiar with Tribune features. For years she has been the confidant of hundreds of brown-eyed, blue-eyed, anxious and perplexed youngsters in the throes of young love.

A few months ago, however, Doris Blake began writing daily editorials on various ethical and moral questions that appeared to her of such importance as to discuss publicly in her column. The subjects were brought to the attention of prominent club women and social workers who were unanimous in their endorsement of the column. Thus championed, Miss Blake started a serious campaign, expounding in a clear, cool fashion, subjects that are so often the cause of marital and social trouble and concern.

Doris Blake does not confine herself to problems of married life but keeps her column varied enough to be of interest to everyone. Her articles are refreshingly different and are written in convincing style and with an uncanny knowledge of the petty problems and griefs that so often develop serious rifts in the lives of men and women.

Quite frequently Doris Blake takes the specific case of some discouraged correspondent as the subject for that day, analyzes it, and delicately suggests a remedy that could not but be successful.

These daily chats have become immensely popular in The Tribune and so are being offered to other newspapers.

Wire for Rates and Proofs

THE CHICAGO TRIBUNE
newspaper's SYNDICATE
TRIBUNE SQUARE >>> CHICAGO



Consistent Leadership

NEA comics in strip form, page size (black and white) and in COLORS maintain their leadership in over 800 papers with 8,279,249 circulation--the greatest reader following in the world.

NEA Comics are the Standard of America

NEA 4-page, ready-print color comic sections are accepted by scores of newspaper editors as the funniest color comic combination obtainable.

"Our Boarding House," by Ahern, "Freckles and His Friends," by Blosser, "Salesman Sam," by Swan and "Out Our Way," by Williams form a sure-fire circulation building section that appeals to all the family.

Samples and rates on request

NEA SERVICE, Inc.,
MAIN OFFICE
1200 West Third Street, Cleveland, Ohio

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.





Albuquerque: a rich market!

Ranchers "de luxe" distinguish the Albuquerque suburban territory.

The famous New Mexico celery NETS the rancher more than \$1,000 an acre.

The per capita wealth of city residents is high. Many well-to-do former residents of eastern and northern states now have their permanent homes in this city of ideal climate and beautiful tree-lined streets.

Albuquerque's annual payroll exceeds \$18,000,000. Here are located great repair shops of the Atchison, Topeka & Santa Fe railroad, as well as saw mills, furniture factories and busy foundries.

State-Tribune *First*

The State-Tribune has a net paid circulation of 10,485. The latest available circulation figures for the second paper give a total of only 5,653.

The Tribune leads the daily field in volume of advertising.

Through the Tribune, the advertiser can cover the worth-while families of Albuquerque and, in fact, of the entire state. Under strong editorial direction, the State-Tribune has attained a national reputation.

Get contact with this state market
through this famous newspaper.

The State Tribune

Albuquerque, New Mexico

A Scripps-Howard Newspaper

Represented in the national advertising field by
ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

*New 1925 Route Lists and Maps of Wholesalers
and Retailers in*
Philadelphia and Camden

are ready now and will be sent free of charge on application
Send for the list of the Classification you want

<i>Classification</i>	<i>Names and Addresses</i>
<i>Radio Dealers</i>	2979
<i>Women's Wear</i>	7786
<i>Men's Wear</i>	7732
<i>Grocers & Delicatessen</i>	6196
<i>Musical Goods</i>	1685
<i>Shoe Dealers</i>	3119
<i>Hardware, Paints,</i> <i>House-furnishings,</i> <i>Electric Devices,</i> <i>Tools and Implements</i>	770
<i>Cigars & Tobacco</i>	3816
<i>Drugs & Sundries</i>	1605
<i>Confectioners</i>	2043
<i>Automobiles and Accessories</i>	3865

Bulletin Route Lists are arranged in sections and each section listed geographically, with explanatory map, so that your salesmen can cover your trade without retracing steps or loss of time.

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper
"nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



526,796 Copies a Day

Average daily net circulation for six months ending March 31, 1925.

The circulation of the Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Building)

KANSAS CITY, MO.
C. J. Edelmann, Verree & Conklin, Inc.
1100 Davidson Bldg.

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
117 Lafayette Boulevard



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; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58

NEW YORK, SEPTEMBER 12, 1925

No. 16

Citizens Invest in Newspaper Space to Check Spread of Crime Wave

Five Hundred Brooklyn Business Men Behind Novel Campaign in Brooklyn Eagle—Copy Being Written by Stevenson, Who Suggests Newspaper Convention to Combat Criminals

By PHILIP SCHUYLER

"SPREAD of crime is the greatest menace in the United States today."

Working from this quoted premise, a strikingly different combative campaign, using newspaper advertising columns, is being put to trial in Brooklyn, N.Y.

Between 400 and 500 Brooklyn citizens, largely manufacturers and business men, have invested funds in this novel drive, which, according to present plans, will run full page copy once a week for half-a-year in the Brooklyn Eagle, or 26 insertions. First copy appeared Sept. 6.

Names of the campaign supporters are being withheld from publication. The text of the first full page concluded with the statement that the Eagle would "continue next week this series of connected advertisements, paid for by our public spirited citizens, showing the causes, extent and effect of crime on the United States and on the individual citizen."

EDITOR & PUBLISHER obtained advance proofs of nine of the series' full pages, and they are described elsewhere in this article.

The white space purchased in the Eagle will be employed, directors assert, to "unmask conditions as they are in the criminal world, in the church, and in the home, and constructively suggest ways out of the serious problem."

The campaign was announced prior to first publication as "more than a go-to-church agitation."

"It aims," the announcement stated, "to awaken every right-thinking and right-living citizen to a condition that has actually got beyond the control of police and prosecuting attorneys. Crime is everywhere amuck and the startling revelation that boys and girls are the principal offenders in the vast majority emphasizes the necessity of a tightening up of parental restraint and a stricter observance of religious and moral duties."

The Eagle has long been noted as a crusader against crime, and a main source of its anti-crime activities for 21 years has been Frederick Boyd Stevenson, daily columnist and Sunday editor. He is writing the advertising copy for the series, designed, in his own words, "to break the clutch of crime."

Of course an obvious lay supposition is that here is the case of a nostrum being sold a citizenry by a newspaper business department to cure a crime wave exposed and banner-lined by the editorial side.

Mr. Stevenson emphatically denied this supposition, when I talked with him this week, although it had not been publicly

voiced. His sincerity was impressive. "The action of the Brooklyn citizens was entirely spontaneous," he insisted. "You cannot accentuate that too much."

"They were grateful for our editorial assistance in fighting crime, and they asked if there wasn't some way in which they could help the movement along."

"It was their own suggestion that the advertising columns be used," he answered a question. "In their opinion it would attract more attention by its novelty. Then, they argued, display advertising space admitted a greater freedom in typography, illustration, and attention compelling make-up than the news columns."

R. V. Titus, advertising director, said the Eagle assisted in selling the idea of the advertising campaign to leaders of the city's business men, but declared it was by no means an Eagle "stunt," that

it originated among citizens outside the Eagle office.

Mr. Stevenson, author of the series, I found fiery on the subject of crime checking and prevention.

He would like to see, he told me, a "national convention of newspaper owners and editors to be held in Chicago before 1926 to formulate a constructive program to clean crime out of America, as far as we can."

"The prosperity of newspaper advertisers," he said, "depends upon crime prevention, and the newspapers, in their turn, dependent upon business prosperity, can do more than any other single power in the nation to cure this evil."

"Why should we let so-called reformers and self-esteeming critics of the press tell us how to do it? We know better than they. It is one problem on which newspapers can successfully co-operate."

An anti-crime crusade isn't worth a tinker's dam without press support.

"Reformers prate about suppression of crime news. That's all tommyrot."

"Newspaper men know they can arouse the people best by complete reporting of crime, by strong editorials, and strong articles. Namby-pamby writing won't do. It must be true talk, based on careful investigation and accurate figures."

"Suppose other public spirited citizens in other cities and towns should begin advertising campaigns in their local newspapers to down crime."

"Suppose the men and women—the godly and law-abiding men and women—should advertise in their newspapers that they were back of a movement to organize all the decent people of the nation to protect the law and the church against organized crime."

"Suppose that movement should spread to every city and every hamlet in the United States and all the people should arise with one strong demand that the laws of God and the laws of man must be obeyed."

"Don't you think that would get constructive results?"

Favorable reaction to the advertising campaign was immediate, according to Mr. Titus, who reflected the business side of the venture.

"Many manufacturers have asked us for advance proofs of the advertising copy," he said, "to be posted near time-clocks in their establishments. Clergymen have made similar requests, stating they wished to write sermons around the advertisements as they appeared on successive Sundays."

"Those paying for the space are confident they have in hand a powerful weapon to combat the crime situation, a weapon which has never been tried before."

As described by the author himself, Mr. Stevenson, in a full page editorial telling of the campaign which appeared Sept. 6, in the Eagle, the series of advertisements represent "a vivid outline history of crime in the United States."

Mr. Stevenson told me his investigations prior to writing the series had proved conclusively that three elements of crime prevention had fallen down and must be brought to their feet. These were, he said:

- 1—The machinery of the law.
- 2—The church and Sunday schools of all denominations.
- 3—The people themselves.

"Lawyers daily are proving themselves too easily moved, too tender hearted. Then the present parole board system is out of gear. Crime should be removed from politics and the hands of politicians. Not every politician is liable to this accusation, rather politics as a system. Parole boards should be put out of business. The pardoning power should be taken from the hands of all governors. It takes 12 men to put a criminal into a penitentiary; it should take 12 to get him out."

"So much for the machinery of law, (Continued on page 35)



FRED BOYD STEVENSON

What We Are Trying to Do

For every ten murders committed in London, England, there are 160 committed in New York City. Seven out of every ten persons tried for murder in London are hanged; ONE out of every 160 in New York City is executed. Appalling as this situation is in the Metropolis of America, it is worse in Memphis, St. Louis and Jacksonville, and Chicago leads all American cities with a record of ONE MURDER A DAY.

William B. Joyce, Chairman of the National Surety Company of New York City, says that \$2,000,000,000 is lost every year through fraud in the United States and this figure does not include the loss occasioned by theft and hold-ups.

Mark O. Prentiss predicts 12,000 murders and a property loss of \$10,000,000,000 NEXT YEAR if the present rate of crime continues.

The Four Horsemen



The Spread of Crime Is the Greatest Menace in the United States Today!

Hand-in-hand with the increase of crime in the United States is an alarming and general falling away of CHURCH ACTIVITY, a breaking down of the old traditions of the AMERICAN FAMILY HOME LIFE and an amazing INDIFFERENCE by parents toward their children and an increase of DISRESPECT for parental authority which bode no good for future American Manhood and Womanhood.

FAMILY PRAYER is a thing of the PAST. Girls no longer CONFIDE IN MOTHER as they used to do.

The harmless and enjoyable "parties" formerly held in the home, from which many beautiful romances and happy married lives resulted, have been succeeded by JAZZ PARTIES in HIRED HALLS or at gaudy "palaces."

Sir William Joynson-Hicks, Home Secretary of Great Britain, emphasizes in a recent report that crime in England during the past fifty years has STEADILY DECREASED. BUT CRIME IS DAILY INCREASING IN THE UNITED STATES

The Church is the great leader of thought in the world. Out of 1,700,000,000 people in the world, there are 1,465,100,000 persons affiliated with the various forms of religion.

How Many of These Church Members GO TO CHURCH?

Now, what will this vast army of the Church do to check the wave of crime and the breaking down of the moral fibre of the nation?

- The Roman Catholic Church maintains its hold on church attendance.
- The Protestant Churches of the country show a remarkable increase of membership.
- The Jewish Synagogue is doing effective work with its young people.
- But has any one of these great organizations done the necessary constructive thing toward REDUCING CRIME and MORAL DEGRADATION?

With this in mind The Brooklyn Daily Eagle will continue next week this series of connected advertisements, paid for by our public spirited citizens, showing the causes, extent and effect of crime on the United States and on the individual citizen. From time to time there will come constructive suggestions from outstanding city, State and National figures.

Next week we shall tell of the EXTENT OF CRIME

Christianity	557,000,000
Catholicism	250,000,000
Mohammedanism	230,000,000
Buddhism	137,000,000
Taoism	65,000,000
Sikhism	34,000,000
Jainism	12,000,000
Yukism	1,000,000
Zoroastrianism	100,000

Typical Full Page Copy in Brooklyn Crime Crusade

A. P. BREAKS TRADITION TO RADIO WORLD SERIES

New Departure Sanctioned by Kent Cooper Following Requests from Members, 50 of Whom Own Stations

The Associated Press has swept another tradition aside and will put play by play reports of the World Series baseball games on the air via radio broadcasting stations.

Associated Press accounts of the games will be sent directly to leased wire points from the baseball parks. With wire connections to studios from this connection, instant service for broadcasting will be available to any designated station in the country.

This new venture, directly opposite to the stand of the A. P. at the time of the November elections, is being undertaken at the request of the membership, according to Kent Cooper, general manager.

Fifty A. P. member newspapers own broadcasting stations, he said, and special loops with special operators will be installed in them to give the baseball news to the radio public. According to present indications, 25 other members will use broadcasting stations in their territories.

Members who receive pony reports have been notified that they may install radio receiving sets to receive the A. P. account of the games thus broadcast for publication in their newspapers. Members will also be permitted to install loud speakers in places authorized for bulletining news.

Broadcasting conditions, according to Mr. Cooper, provide:

1. That in the broadcasting an announcement be made at the beginning of the station program, and repeated either after each inning or at least after each three innings as follows:

"This is station (letters or name of station and name of newspaper) broadcasting the Associated Press play by play report of the World Series baseball game at (where the game is being played) between (names of teams playing) through the courtesy of the Associated Press. This report is broadcast to the public, but it is not available for republication in any newspaper not a member of the Associated Press."

2. That if a special loop is desired the actual cost for installing the same in the broadcasting studio, and payment for the services of the special operator assigned thereto, who may copy the report on a visible typewriter, will be borne by the member who designates the radio station.

AIDING ADVERTISERS

Philadelphia Bulletin Issues Route Lists for Nine Lines

An exhaustive research of the Philadelphia market has been prepared for space buyers and advertisers by the *Philadelphia Bulletin*.

The survey presents the names, addresses, and other facts concerning the retail and wholesale outlets of nine different classes of dealers, issued in separate booklets, under the title "The Philadelphia Bulletin Route List of Retail and Wholesale Shops in Philadelphia and Camden."

Trade lines represented are: women's apparel and specialty shops; electrical goods and radio supplies dealers; grocers and delicatessen dealers; boot and shoe dealers, repair shops, and findings dealers; confectioners; men's clothing and men's furnishing shops; drug stores; dealers in musical goods and instruments; cigar and tobacco dealers; hardware and housefurnishing supplies dealers; and automobile and accessory dealers.

Each booklet contains a key map of the different districts listed.

N. Y. Times Nears Lineage Record

The *New York Times* Sept. 9 ran to 52 pages, with 285 columns of advertising, nearly reaching the record for a daily issue hung up by the same newspaper on Oct. 14, 1924.

INCOME TAXES IN THE NEWSPAPER FIELD

INCOME taxes paid by newspapers, newspaper men and those affiliated with the industry, which were received too late to be included in EDITOR & PUBLISHER last week, are printed below. Numerous inquiries have been received at this office for the figures of certain newspaper and advertising corporations. In some cases the information has not been available, usually because the corporation had been granted an extension by the Internal Revenue Bureau and had not yet filed its 1924 statement. Data in hand up to noon of Sept. 10 follows:

NEW YORK CITY

American Lithographic Company and Alco-Gravure, Inc., \$10,641.
A. B. S. Company (selling agent for Arthur Brisbane books), \$5,127.
F. T. Birchall, acting managing editor *New York Times*, \$913.
Paul Block, Inc., newspaper representatives, \$48,120.
Clare Briggs, *New York Herald Tribune* cartoonist, \$11,151.
Arthur Brisbane and Mrs. Brisbane, \$7,170.
Heywood Brown, *New York World* columnist, \$873.
Edwin D. DeWitt, Palmer, Dewitt & Palmer, \$1,367.
Charles H. Eddy, newspaper representative, \$1,151.
A. E. Fairchild, Fairchild Publications, \$613.
Glenn Frank, former editor *Century Magazine*, \$1,196.
Joseph A. Gilleau, Gravure Service Corporation, \$722.
F. J. Hermes, *New York* advertising agent, \$5,434.
Cornelius F. Kelly, Kelly-Smith, Inc., newspaper representatives, \$12,169.
Walter Lippmann, editorial chief *New York World*, \$1,019.
Thomas F. Logan, advertising agent, \$2,472.
George Frank Lord, advertising manager, \$867.
Kenneth D. Lord, former *New York Sun* city editor, \$4,481.
Long Island City Star Company, \$3,759.
O. J. Maigne Company, printers' rollers, \$25,002.
Pictorial Review Company, \$54,521.
Stanley Resor, president J. Walter Thompson Agency, \$80,810.
C. H. Sandkam, circulation manager *New York Herald Tribune*, \$590.
Simon & Schuster, Inc., publishers of cross-word puzzle books, \$11,964.
Arthur Hays Sulzberger, *New York Times* executive staff, \$2,601.
R. Tinsman, president Federal Advertising Agency, \$8,559.
F. F. Van de Water, columnist and author, \$983.
Williams, Lawrence & Cresmer Company, newspaper representatives, \$5,438.

MIDDLE WEST

Chicago Daily News, \$181,688.
Gilbert M. Hitchcock, publisher *Omaha World-Herald*, \$31,107.
McJunkin Advertising Company, Chicago, \$16,237.
Omaha Bee Publishing Company, \$4,268.
Omaha World-Herald, \$42,742.
St. Louis Post-Dispatch, \$186,235.
Toledo Blade, \$36,983.
Western Newspaper Union and Western Paper Company, \$87,825.
Robert F. Wolfe, proprietor *Columbus Ohio State Journal* and *Columbus Dispatch*, \$12,748.

NEW ENGLAND

Hartford Courant, \$15,856.
Pawtucket (R. I.) Times, \$25,896.
Providence Journal Company, \$92,620.

SOUTH

Beaumont Enterprise Company, \$11,448.
Robert W. Bingham, publisher *Louisville Courier-Journal* and *Times*, \$27,550.
James B. Brown, publisher *Louisville Herald-Post*, \$37,881.
Chattanooga News, \$2,613.
Chattanooga Times, \$8,500.65.
Dallas Times-Herald, \$14,142.
Junius Blair Fishburn, *Roanoke Times* and *World-News*, \$11,402.
Fort Worth Star-Telegram, \$15,696.
Knoxville Journal, \$2,997.65.
Miami Herald, \$20,605.
Memphis Commercial Appeal, \$40,783.51.
C. P. J. Mooney, managing editor *Memphis Commercial Appeal*, \$486.31.
Norfolk Ledger-Dispatch, \$25,994.
Richmond News-Leader, \$35,007.
St. Petersburg Times, \$19,063.
L. D. Tyson, publisher *Knoxville Sentinel*, \$13,842.59.
S. L. G. Walker, editor *Chattanooga Times*, \$300.60.

NEW JERSEY AND PENNSYLVANIA

C. H. Ault, business manager *Newark Star-Eagle*, \$1,105.
James Elverson, Jr., publisher *Philadelphia Inquirer*, \$77,810.
Hackensack Bergen Evening Record, \$1,949.
George Horace Lorimer, editor *Saturday Evening Post*, \$179,374.
Newark Sunday Call, \$16,896.
New Brunswick Home News, \$9,552.
Passaic Herald, \$2,313.
Passaic News, \$1,998.
Paterson Call, \$11,253.

NEW YORK STATE

Buffalo Times, \$27,285.
Gannett Company, Inc., Rochester, \$18,882.
Elmira Star-Gazette, \$20,747.
Glens Falls Post-Star, \$3,896.
Wylie B. Jones Advertising Agency, Binghamton, \$12,234.
William J. Kline, publisher *Amsterdam (N. Y.) Recorder*, \$1,130.
Austin N. Liecty, general manager *Schenectady Gazette*, \$1,254.
Schenectady Gazette, \$20,887.
Utica Observer-Dispatch, \$10,836.

PACIFIC COAST

Spokane Chronicle Company, \$30,887.

BAGGAGE RATES TOPIC OF CIRCULATORS

Postal Matters Also To Be Discussed
Interstate Circulation Managers' Convention In Wilmington, Sept. 15

Discussion of baggage and postal rates will be a feature of the fall meeting of the Interstate Circulation Managers Association to be held at the Hotel Dupont, Wilmington, Del., Sept. 15, according to the program made public this week by John H. J. Kuntz, of the *Altoona (Pa.) Tribune*, and association secretary.

This topic is particularly lively in the territory covered by the Interstate association in view of the hearings now being held in Washington before the Interstate Commerce Commission over the proposed Eastern railroads to increase rates charged for baggage car distribution of newspapers. C. L. Stretch of the *Philadelphia Bulletin*, will lead discussion on this subject at the Wilmington meeting.

Another distribution problem of considerable interest will be taken up by Joseph Aylward of the *Pittsburg Gazette Times*, who is scheduled to speak "Motor Transportation."

Other speakers and their subjects will include: Royal W. Weiler, *Allentown (Pa.) Call*, on "Evolution of the Newspaper Circulation Department"; George W. Stabler, *Williamsport (Pa.) Gazette*, "Mail Subscribers"; J. Albert Dear, *Jersey City Journal*, "How Far Should Newspaper Go in Serving the Public Telephone"; J. J. Abbott, *Philadelphia Record*, "Have the Tabloid Papers Affected Circulation of Regular Sunday Dailies"; Charles O. Reville, *Baltimore Sun*, "The Best Method to Develop Carrier into a Promotion Man"; and L. Garrett, *Fairmont (W. Va.) Virginian*, "What Can Be Done to Prevent the Saturday Slump?"

William F. Metten, publisher of the *Wilmington (Del.) Every Morning* will present circulation from the advertiser viewpoint at the convention luncheon.

A. A. C. W. REORGANIZATION

Ed W. Hunter Replaces Earl Pearson Promoted to General Manager

Ed W. Hunter, secretary and manager of the Advertising Club of Indianapolis has been appointed to direct the department of club activities of the Associated Advertising Clubs of the World. The department supplants the educational department, directed by Earl Pearson, promoted to General Manager of the association, succeeding Carl Hunt, resigned.

The name of the department, it is explained, has been changed merely to make an extension in size and service.

Mr. Hunter was with the Indianapolis advertising club for four and a half years. Prior to that he was connected with the *Chicago Tribune*, *Indianapolis News* and *Indianapolis Times*.

Reginald Colley, who was Mr. Pearson's assistant, has been appointed representative of the enlarged department.

Resigned Editor Now a Senator

John Lewis, editor of the *Toronto Globe* who resigned last week on account of a disagreement in regard to political policy, has been appointed senator and will support the fight for reform in the Canadian senate. He is the first working newspaper man in Canada to be appointed to the senate. He will continue to write.

Walker Hurt in Crash

Ross F. Walker former publisher of the *Akron Times* and Democratic candidate for mayor of Akron recently suffered broken vertebra in an automobile accident in Canada.

A. P.'s New Coverage Stunt

Associated Press, under Kent Cooper general manager, is now covering New York news by men placed in the offices of the member dailies.

NEWSPAPERS FIGHTING DOOR-TO-DOOR PEDDLERS

Menace to Retail Business Attacked Through Cooperative Advertising in Louisville — Oklahoma City Paper Prints Editorial Expose of "Bell-Ringers" Methods

A NATION-WIDE war by retail merchants against itinerant peddlers and house-to-house canvassers is being waged to preserve local trade for locally established business firms.

Two of the most powerful weapons being used are newspaper advertising and news stories.

How each of these is being employed effectively was told EDITOR & PUBLISHER by Byron W. Orr, chief of the ad copy service department of the Louisville Herald and Post, and E. K. Gaylord, editor and publisher of the Oklahoma City Times.

In Louisville merchants have cooperated on an advertising campaign to run full-page in 10 successive issues of the Sunday Herald-Post. In Oklahoma City a reporter assigned to expose the house-to-house game wrote a series of articles based on two weeks' actual experience.

The Louisville campaign was described by Mr. Orr as follows:

"In order to stem the tide of the itinerant peddler and traveling salesman who are becoming a menace to the local retailers over the country as well as a stumbling block to the newspaper, about the only recourse left, since these new methods of competition cannot be suppressed by law and legislation is through the newspaper advertising columns.

"The rapidly increasing house-to-house method of selling by these 'bell ringers' as they have been tersely called, are selling thousands of dollars worth of merchandise to housewives which should be advertised in the newspapers and sold through local retail stores. The local merchants of Louisville, recognizing the outcome of this growing menace, have combined in using cooperative advertising in their effort to combat against this ever growing 'bell ringer' inroads upon their trade.

"This campaign which is scheduled to run for ten successive issues in the Sunday Herald-Post, consists of a full page in each issue, with the names of 25 of the leading retail firms printed with each advertisement.

"These ads are written in a way that appeals to the women and housewives of on the advantages of buying their Louisville with the idea of selling them merchandise from local merchants instead of spending their money for the same kind of merchandise as offered by the house-to-house peddler and traveling salesman.

"All arguments as presented by the house-to-house canvasser that he can sell cheaper than the local retail stores is strenuously contradicted. Salient facts are given as to some of the selling methods used by the canvassers in order to enlighten buyers as to how they can be deceived by these oily tongued salesmen. At the same time the advantages of buying from the local merchant are set forth in a plain, straightforward way calculated to assure the housewife that she can do even better by patronizing the local merchant. The position that the latter occupies in his community—his support of local institutions—the taxes he pays—his public spiritedness—his business which provides employment for many people—are among the points to which the housewife's attention is called—as logical reasons why she could deem it as civic pride and a duty to patronize the local merchants of her city and community.

"The Louisville campaign as launched by the Sunday Herald-Post has met with the unanimous approval and commendation of the local merchants as combined in this cooperative advertising method and have every reason to believe that it will have its effect inward, putting the women of Louisville on their guard as to this growing 'bell ringer' menace."

This series of ten issues is copyrighted. The chief feature of the Oklahoma City campaign, according to E. K. Gaylord,



Specimens of Full-page Copy which Forms the Spot-light on Door-bell Ringers

editor and publisher of the Times, was a series of ten stories written by a reporter who spent two weeks as a house-to-house salesman employed by one of the largest mail-order hosiery houses.

This series discussed in detail the instruction given to salesmen, the tricks used by the "hoofers," the attitude of the housewives towards the house-to-house canvasser, and the division of profits through salesmen's and managers' commissions.

An analysis of the "trick" psychology of the house-to-house salesman was made. The last article in the series offered definite suggestions to merchants as to how they might successfully combat house-to-house selling.

The stories were well received by readers and business men, chiefly because they were not planned as an uninformed attack upon house-to-house selling, but were based upon information obtained through actual experience and observation.

Newspapers throughout the state were given the privilege of reprinting the series and it was also issued later in booklet form for merchants who wished to distribute the series to customers.

The reporter who wrote the stories spent two weeks pounding the pavement with a hosiery sample case. He also spent two days selling men's shirts in order to observe the attitude of the men towards the office-to-office salesman. Fellow salesmen were interviewed for their experiences with an attitude towards the customer.

A resume of the series will give a suggestion of the contents and method:

1—Getting the job. Interviewing the manager. Getting his instructions as to selling and talking. A day with an instructor, where he sold and how he sold.

2—The first day with a sample case. Discovering difficulties. Prices of hose quoted with respective commissions. The salesman discovers that rudeness is necessary in most cases and that most

people who buy from him do not wish to buy.

3—The new salesman learns that he must sell himself, not his goods. He learns to pour on flattery, make wild claims. He discovers that the growing horde of peddlers is beginning to irritate the housewives.

4—He discusses methods of getting into the house. How the double call system is worked by giving away something at the first visit to be delivered upon the second visit. How salesmen in other lines get into the house. Quotations from company instruction books.

5—A discussion of the new psychological methods used by house-to-house salesmen. Sales books, efficiency pamphlets, and how they teach the salesman to coax and wheedle gullible "prospects." Plain common sense is seen as the only answer to this complex campaign founded upon psychological tricks.

6—It isn't the peddler who rakes in the "big money." It is the high-powered bosses who direct house-to-house campaigns. \$400 a week the salary of a state manager. Where does the sales price go? The "direct-to-the-consumer" argument means only "by mail." It is punctured as a sales argument. The sales price is shown to go largely to the house-to-house salesman's commission, the district manager's commission, the state manager's commission, payment of high salaries to executive and sales experts at the plant, extensive national advertising, cost of packing and mailing C. O. D., coverage on constant waste due to slipshod sales methods, and payment of numerous bonuses and prices.

7—A story in a lighter vein dealing chiefly with the amusing experiences of the amateur salesmen. Don't wake a woman from her beauty nap between 12 and 2 o'clock. The names the salesman is called. How the peddler's feet and voice tire. The endless row of houses.

8—The extent of house-to-house selling in the city. It is found to be on the decline. Why? Dissatisfaction with peddled

products, the growing number of irritating bell-pushers, the prevalence of bogus and unauthorized salesmen, dependence upon the stability and reputation of established business firms, etc. The attitude of the men also discussed. They are found to be easy victims of canvassers' glib stories. Comments upon the greatly increased sales of men's suits, especially to professional men.

9—The salesman finds that the biggest thing he has to fight is the housewife's favorite store. He is taught to make wild, sensational promises of longer wear whenever quality of home merchants' goods are mentioned. An analysis of why the customer buys from a canvasser.

10—A Christmas house-to-house selling campaign with scores of canvassers on the streets is predicted. An intensive drive is planned by the house-to-house companies, for the period from October 15 to December 1. The merchants are told how to meet this campaign and crush house-to-house competition, give it the final blow. Seven definite suggestions are made.

"The success of such a series depends, of course, upon the alertness and energy of the reporter in gathering information during his short career as a canvasser," Mr. Gaylord said.

"It is important that the stories be written without malice or the slightest misrepresentation. Cool, deliberate analysis is preferable to color and cleverness. The house-to-house game should not be invested with any glamour of adventure. And there is no danger of this happening if the reporter has actually hoofed the street for a week or more. He will be more inclined to show the house-to-house selling business as the undignified, disheartening affair that it is.

"A newspaper can render a definite service to the business man of the city and the vicinity by a careful discussion of house-to-house selling. It is also of great value to smaller towns in the territory if their newspapers are given permission to reprint the stories. For the smaller towns are perhaps harder hit by the so-called 'direct selling' than the larger towns.

"Anyone who will take the trouble to go to the post-office and observe the volume of C. O. D. mail that comes each day into any American city can see at first hand what a tremendous business is being done by mail-order houses selling through house-to-house salesmen.

"This method of selling is being constantly extended to new lines of merchandise. In some communities it has become an immediate menace to the prosperity of local business men. It is much more successful and scientific than the catalogue method.

"At the present time the most successful companies selling through canvassers are those handling hosiery, men's suits, kitchen utensils, lingerie and underwear and outerwear of all sorts for both men and women.

"Advocates of 'direct selling' say that the volume of business done last year by these companies was approximately \$300,000,000. About a third of this business was done by one large hosiery mill which sells exclusively through house-to-house salesmen. There is every indication that the successful method will be extended to every line of merchandise that can profitably be sold by canvassers for C. O. D. delivery.

Building Real Estate Page

The Santa Ana (Cal.) Register each week in its building and real estate section runs a half column story on some prominent man together with a pen and ink sketch under the heading "Who's Who in Community Developing." The same idea is used in the Automobile section under the heading "Who's Who in Motordom."

BELIEVE PHOTO-TYPE COMPOSITION NOW ACHIEVED BY BRITISH INVENTION

Scrapping of Metal Type and Simultaneous Composition in Distant Cities By Radio Are Possibilities of Revolutionary New Method Evolved By Two London Printers

PERFECT photo-type composing is said to have arrived at last. Use of metal type in printing may become obsolete.

Newspapers may be set up by radio in many towns simultaneously.

These claims are made for the invention of J. R. C. August and E. K. Hunter, London printers, who, after four years secret experimentation, have perfected a machine which makes a new use of photography in printing. Announcement of the invention was contained in the Aug. 29 issue of EDITOR & PUBLISHER. Further details were received this week from the London office.

Although photo-composing is by no means new, those who have seen the August-Hunter machine are confident that its claims are capable of substantiation, and it is freely averred that existing methods of setting newspapers will soon be ousted by this revolutionary type setting process.

Moreover, the *British Printer* says that the invention is not only practical and feasible but is in a real sense readily adaptable to trade conditions and even trade sentiment. It is understood the *London Morning Post* is carrying on practical experimentation in their plant, with the assistance of the two inventors.

An automatically focussed camera is the central feature of the new process. By this camera characters printed on a master film are projected in rapid sequence on to another photographic base. The exposed film that results corresponds to the slug on a linotype machine. Different sizes of one type font are obtained by altering the focussing.

Then the printing may be completed by a line block for letterpress, by direct lithographing, by photographic processes from plate to stone, or by offset photo-litho.

The "camera composer" of the August-Hunter machine resembles a typewriter and measures only four feet by two feet overall. It is obvious that a complete plant of these machines would occupy much less space than that required by present-day composing room equipment.

In addition to different type sizes, the inventors claim an infinite variety of type can be obtained. They assert that the width of the column, style and size of type and spacing between letters can all be decided in a quarter of a minute by the adjustment of small levers.

By the application of telegraphy and wireless telegraphy, it is also claimed, the operator of a keyboard in London could set up copy simultaneously in provincial towns.

It is stated that the invention, which will be available for newspapers in a few years, will save millions of dollars to the printing industry in capital outlay and greatly increase the speed of newspaper production. Seventy patents have been taken out by the inventors.

This new development in typeless printing is somewhat similar to an invention announced in 1922, the patentees of which were connected with J. Robertson & Co., Ltd., printers of the Blackpool Times.

Description of this machine as quoted from the patent office files follows:

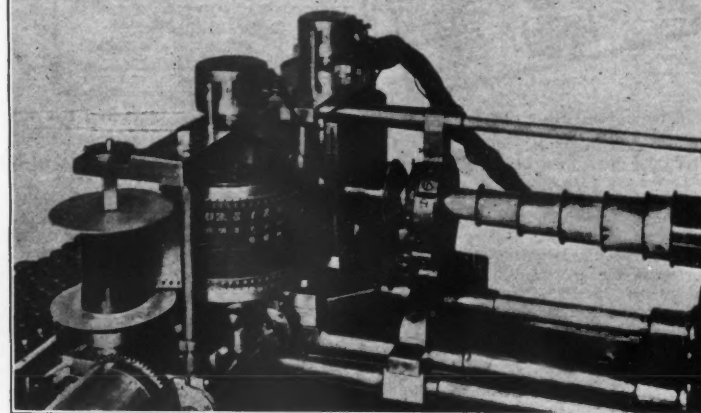
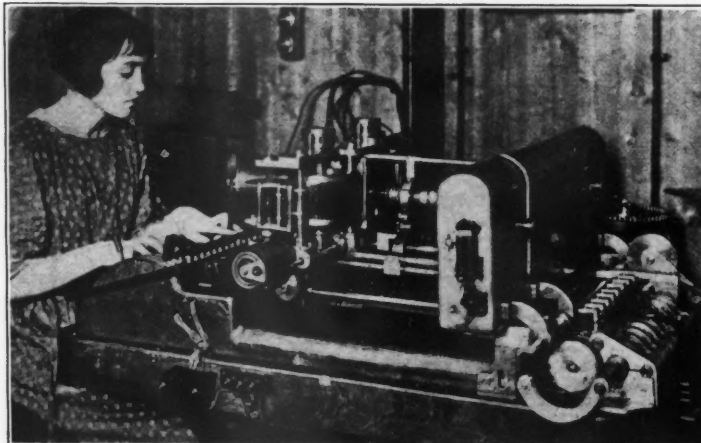
"The invention relates to a photographic printers' composing machine for photographically reproducing a negative of the printing surface for lithographic, offset, letterpress and photogravure printing. The invention consists in employing matrices of either a negative or positive character dependent upon the type of printing in view, in a type-setting machine employing the usual magazine, keyboard, distributor, etc., and embodying therewith a camera attachment for photographing, step by step, the various lines or portions thereof, as and when set, the complete block matter being conveyed photographically by means of a

beam of light passing through or from the transparent or other matrix and through a lens on a sensitized plate or film, the latter being then employed in the usual way for preparing the printing surface or other device for reproduction.

"The invention may be broadly summarized as a typesetting machine similar to the well-known machine known under the registered trade-mark 'Linotype' wherein the usual type-casting matrices are re-

placed by character members suitable for reproduction by photography, hereinafter termed for convenience the 'matrices,' said matrices being capable of being set into a line by the usual typesetting keyboard and selective mechanism, there being employed in combination therewith a photographic attachment, including a light source, a lens and a sensitized member, termed the plate or film, to receive photographically an impression of the set line of characters when an exposure is made.

"The invention incorporates various details and features for effecting the foregoing result. For instance a suitable construction of matrix is given by way of example, a mode of throwing light through the matrix on to the camera lens, and various adjustments for focussing the matrices on to the photographic plate or film."



Operated with the ease of a typewriter, inventors of the "typeless" composing machine, pictured above, believe perfection has been achieved. Note the close up of the camera attachment, chief feature of the apparatus, through the lens of which light rays capture type fonts on film forms, corresponding to linotype slugs.

SALE OF SMALL SPACE SUCCESSFUL WAY TO EDUCATE NON-ADVERTISERS

W. W. Watson, Beaumont Enterprise and Journal, Proves This by Year's Test in Local Field—Has Low Monthly Rate

SALE of small space is the best way to educate local non-advertisers in the advantages of using newspaper space, in the opinion of W. W. Watson, local advertising manager of the *Beaumont (Tex.) Enterprise and Journal*. This week Mr. Watson described a year's successful test of the method.

He had found, he said, that the chief trouble in trying to sell space to persistent non-advertisers, was because they thought newspaper advertising cost too much.

"In other words," he explained, "the advertising we had been preparing and submitting to prospects had been special pages or large copy on special occasions. The cost was in fact, rather high,

especially considering the amount of good resulting to the advertiser.

"Consequently, we decided to turn right-about-face and sell them the smallest amount of space possible. We agreed upon one-inch cards.

"There must be some inducement to the advertiser from the cost standpoint, we believed. It would be another selling point in our favor—an answer to the inevitable statement: 'It costs too much.'

"We finally drew up a monthly card rate, which was very low, providing the advertisement ran for a minimum of 30 days. We granted our prospects the privilege of changing copy once a week, a privilege seldom accorded in similar small copy stunts. If the advertisement was

cancelled in less time than 30 days, the open rate was to prevail. This, of course, was in order to keep them running the full contract time.

"Our inch-card system has been in force for about one year. At present we have an average of 30 of these cards in the paper at all times, running every day. Some of the original ones have grown to two, three and four inches instead of one. A little figuring will show this gives us the nice increase of 900 inches every thirty days, mostly from Non-Advertisers. It is good publicity for them, especially for telephone numbers, business addresses, or to put over some one phrase of any business.

"It has shown some of the non-advertisers the value of newspaper advertising, as we sell them only in a small way. "Another thing about selling these monthly cards instead of getting them for only one month, they can be obtained for 30, 60, or 90 days, and some few are now on a yearly basis.

"We do not believe in running these cards all on the same page as they get better results if scattered through the paper. Unless they produce results this class of advertiser soon drops out.

"There is nothing new about this, neither is it original with us, but we believe we have been more successful along this line than the average newspaper. You would be surprised how it counts up at the end of the year.

"As most advertising managers know, the average salesman has his mind and thought on large space. A good salesman will work an entire week spending all his spare time to sell one page ad, to run one time. That is fine, but with the same energy, and possibly less time he could obtain ten one-inch ads to run 30 days or more and he would double his lineage.

It wouldn't look as good to him, but the lineage is there.

"Thirty inches carried daily for one year can be carried with less effort and at more profit than the same amount on special pages and on special occasions."

BLIND REPORTER WRITES OF NEW YORK CITY

A. T. Naive, of Gary (Ind.) Post-Tribune, Engaged By Evening World to Tell His Impressions of Metropolitan—Has Covered Big Stories

A. T. Naive, blind reporter of the Gary (Ind.) *Post-Tribune*, in New York City this week on his first visit, is writing a series of articles describing his impressions for the *New York Evening World*.

Sightless since infancy, Mr. Naive, now 31, has been a reporter six years.

In all that time he has refused to accept any special consideration from the editors or fellow reporters on the *Post-Tribune*. He works throughout the day, making his daily rounds of his beats with nothing to guide him but his cane and his sense of touch and feeling. He covers his share of night meetings and when he enters the office at night the first thing he does is to turn on the light.

During the six years that he has been on the *Post-Tribune*, Naive has covered all sort of news. He has gone with "sponge squads" on liquor raids, assisted in reporting the big Gary steel strike of 1919, has followed the fire sirens to fires, covered political meetings and baseball games, written funerals and marriages and gathered and written news concerning many labor disturbances.

His ability at remembering things has reached such a point of efficiency that he can report an entire speech almost word for word without taking more than a half dozen notes on it. When he first went to work in the *Post-Tribune* editorial rooms the editors were skeptical about his ability to handle this end of newspaper work but after covering several speeches and having his work checked and found to be correct, they were convinced and now take his report of a speech almost in preference to those taken down by shorthand reporters.

A NEW TRADE MISSION FOR ADVERTISING

"Have the Merchandise" Campaign Suggested to Manufacturers Who Have Suffered from Retailers' Peddler-Like Hand-to-Mouth Buying Policy

By J. GEORGE FREDERICK

CANDIDLY, the retailers took the reins of leadership out of the hands of manufacturers a year or two ago, when they began their hand-to-mouth buying policy; and that leadership by manufacturers has not yet been resumed.

Shall the coming fall and winter season again find manufacturers in the same position of being taught retailing economics by force, and making a wry face at the bitter medicine? Shall manufacturers again beat their heads vainly and irritably against the stone wall of opposition to the retail buying conservatism which the upsetting events of 1919 and later taught them at considerable cost?

Or is it the precise opportunity for manufacturers to reassert leadership by showing retailers how to avoid the grave errors which are inherent in the scant-buying policy; and substitute for hand-to-mouth buying, the far sounder policy of *having the merchandise the people call for*?

I think this is the precise opportunity for manufacturers to lead retailers; I believe that the wise and practical course is to admit that the retailers conservative instinct was in large part right; that it is a step forward not backward for retailers to be closely analytical of their turnover; that it now only remains to "correct the position" as the mariners say, by assuming a less extreme and more effective attitude. The hand-to-mouth buying idea, it is now easy to see, brought about a condition where consumers were inconvenienced and manufacturers greatly hampered in their work of creating demand—to say nothing about the increased cost of doing business resulting from small order filling.

The far-seeing retailers and wholesalers themselves are repudiating hand-to-mouth buying policy. The National Wholesale Dry Goods Association, W. M. G. House, vice-president, and a Kansas wholesaler, made this confession and announcement of policy some time ago:

"We're sailing under new colors and new merchandising methods. On a business of \$1,900,000 we showed an inventory of \$200,000. We must deal as fairly with the producer as we expect to be dealt with. Hand-to-mouth buying has been an expensive policy, but conditions seem to warrant it. We have a right to be wary and cautious, but it can be carried to dangerous extremes.

"Our slogan for the season of 1925-6 is 'Have the merchandise!' We realize we have gone too thin in seeking low inventories. Our policy now is to have a thoroughly representative line of merchandise, which our customers can have when they want it. Still, it's a long lane to overstocking. We must look ahead with constructive ideas. Let us not fear the ghost of a bad year; let us have goods for our customers."

"Have the merchandise!" That's a slogan for 1925-6! It is not a hip-hip hooray slogan. It is not a "back to the old days" cry, ignoring the element of truth in the retailer's more conservative method of buying. It is no alluring enticement toward inflation and speculation. It has the sound of sense and practical logic, and it hits at the defects of the hand-to-mouth buying idea with a Dempsey punch, for no business policy could be more ridiculous than for retailers to discourage with incomplete stocks the consumer in his more generous buying impulses.

Let every sales and advertising manager, and every salesman, sell to the retailers of the country this clean-cut businesslike slogan for the season of 1925-6—"Have the merchandise!"—There is no gainsaying it; there need be no elaborate justification or fine-cut argument. A "wop" fruit and candy stand owner who can't write his name will grasp it. The syllogism is perfect: business is certain to be much better the season of 1925-6—every authority is committed to the prediction, every fact indi-

cates it; therefore demand will be more lively for goods; therefore, *have the merchandise*.

Don't stop to argue anybody out of hand-to-mouth theory. It's an old and a finished argument. Grant for the sake of argument the theory—but prove the basic necessity for having the merchandise when demand arises. Ergo, prove the folly of *not* having the merchandise; show the harm to trade of being "out" of goods at the psychological moment when customers want it. Prove the danger of losing customers to the dealer up the street who has the merchandise.

Quit all discussion of retailing science, turn-over or economic theory. It's *stale-mate*; passé like last year's hat. As Cleveland said, "We face a condition, not a theory." The condition is that demand for goods is now increasing and will continue to do so, and plain common sense indicates that sales will be lost if dealers have not the goods. Nobody asks that retailers go back to the "old order of things." There was unquestionably too much speculation, too much over-loading of retailers, too much ignorance of correct buying by retailers. We can all admit this without quibble; indeed, we must admit it, for out of the whole hand-to-mouth buying discussion, came some sound lessons in the economics of retailing which will do no harm to any of us. But all "movements" or changes swing to far by their own momentum. They need correctives. Cautions, cagey buying is no "policy"; it's a hunch. *Intelligent* buying is the correct middle ground. The merchandise manager of a prominent retail store made an address not long ago

and made a plea for better understanding between manufacturers and retailers and advises retailers to place orders sufficiently early and in reasonable quantities, pointing out that the distributor was entitled to that consideration and that it was of the interest of all concerned. He goes on to say that "there is no greater cause for lost business than incomplete retail stocks."

Successful retailing does not consist of picking up what the manufacturers have, or buying distress merchandise. The most successful selling methods call for full stocks, rightly priced, comprising full size and color ranges.

"It is the privilege of the merchant to decide which of these policies to adopt, but it is also your duty to see that he is in full possession of all these facts, so that he may arrive at an intelligent conclusion and act accordingly."

Note that he says it is a *duty* to put retailers wise to sound facts of this kind. The manufacturer is in a better central position to see the whole than the retailer, but it has been a mistake to ask too much of the retailer; or to damn him for care in avoiding the far too frequent retail bankruptcies of the past. The attitude of the retailer is well expressed by Jerry P. Wall, of Wall Brothers, North Adams, Mass. (wholesalers):

"I don't know how you'll ever end hand-to-mouth buying. Don't forget the retailer has his side of the question and is entitled to consideration also. He has his problems. It is a mistaken idea that business will ever go back to the old order of things. True, it will be more expensive to do business, but no man knows

about the future. Without retailers we cannot exist, and if the retailer shows a good profit it benefits our business. There is another side of the question of hand-to-mouth buying and we've got to consider both."

It is clear that you can't get a cautious man out of his cyclone cellar until he feels that the danger of cyclones has passed. Hand-to-mouth buying has been a sort of cyclone cellar policy of expedience, and is not completely defensible on principle. Its basic defect is exposed from a new angle by Ernest C. Hall, of Clawson & Wilson, of Buffalo, speaking recently before a convention of knit goods buyers in New York:

"The whole argument favoring hand-to-mouth buying is based on the assumption that the financial burden could be assumed in its entirety by the manufacturers and wholesalers, instead of equalized between the three branches of distribution as formerly."

"It is generally known that while the past year has been a poor year for business, very few competent retailers have failed to make at least a little money. On the contrary, it is almost hard to find a manufacturer or wholesaler who has made any money whatever, and a study of the columns of the daily trade papers calls attention to many who have lost large sums.

"Bearing this in mind, it is evident that this extra financial burden cannot be assumed by the manufacturers and wholesalers alone, and that if this policy is to become permanent, the latter must change their methods of business to meet these conditions, and the only way in which they could do so would be to follow in the footsteps of the retail merchants, and buy their materials and make their merchandise on the same hand-to-mouth scale.

"This method, as everyone knows, is inefficient, wasteful and very expensive, and if this added cost is to become a permanent feature, it will become imperative for manufacturers and wholesalers to add these extra charges to the cost of their product before figuring their profit, and in consequence a merchant will be obliged to pay more for his goods, and also in many cases have a poorer selection to choose from than if business was conducted on a normal basis.

"Furthermore, when mills are only operating for a portion of the year, the earning capacity of their help is naturally impaired to a large extent, and as they have less money to spend, the merchant in that locality naturally loses a large amount of business.

"It is only by cooperation from the wholesaler's salesmen and the manufacturer's salesmen selling direct, that business can be restored to a normal channel, and it should be considered an important part of your selling campaign to encourage the retailer in every way possible to again become a merchant and cease being a peddler."

Yes, a peddler! That's a deserved epithet for the retailer who deserts the principle which distinguishes a merchant from a peddler; namely this: that a peddler's stock consists of what he can sling on his back, and you must select from his narrow range or do without. The merchant, on the other hand, is regarded by the public as the man who maintains a merchandise institution where more complete choice and more satisfactory service is rendered.

New sales drives are everywhere starting; new enthusiasm for a new era, auspiciously begun, is everywhere fire. Let us cooperatively and vigorously sell the retailer on the idea of the new slogan: *have the merchandise*. Don't overload him; don't ask or expect the impossible, but insist, as you have the fullest right and reason to insist, that he fill up his assortments, and have a stock which *intelligently*, as well as merely cautiously, constitutes his logical stock.

AUGUST ADVERTISING GREATEST SUMMER VOLUME IN N. Y. NEWSPAPER HISTORY

MEASUREMENTS of New York newspaper advertising for August just published by the New York Evening Post Statistical Department confirm the impression that last month was one of the busiest summer periods in newspaper history. The 1925 total of the New York papers was 11,060,332 agate lines, against 9,681,370 lines in August, 1924. The gain

of 1,378,962 lines approximates 14 per cent. The record for August, 1920, the previous peak, was passed by 470,000 lines.

Number of pages printed increased from 11,998 to 14,444, the extra 2,446 pages representing 20 per cent.

Figures for individual news papers for August, 1925-1924 and 1925-1919, follow:

Pages		Percentage of total space		1925	1924	Gain	Loss
1,218	1,218	9.5	1,055,788	1,040,934	14,854
1,280	1,130	9.9	1,095,800	840,002	255,798
1,694	1,422	18.0	1,989,826	1,651,892	337,934
1,260	1,102	12.1	1,339,012	1,180,794	158,218
788	744	2.5	273,258	265,274	7,984
1,140	992	3.8	424,926	367,240	57,686
1,252	1.8	194,828
1,068	884	6.9	763,820	749,700	14,120
694	704	2.8	306,224	228,480	77,744
586	554	4.4	485,876	387,478	98,398
776	636	7.5	826,146	631,206	194,940
520	558	3.7	409,074	505,920	96,846
1,050	1,012	10.3	1,143,064	1,062,390	80,214
586	502	3.1	345,446	305,044	40,402
532	530	3.7	407,244	464,556	57,312
14,444	11,998	Totals	11,060,332	9,681,370	1,378,962

*No Sunday edition.
†Evening Graphic first issue September 15, 1924; Sunday edition inaugurated May 3, 1925.

	1925	1924	1923	1922	1921	1920	1919
American	1,055,788	1,040,934	919,514	759,822	681,376	725,780	871,312
Herald Tribune	1,095,800	840,002	687,606	789,390	749,846	875,596	643,790
Times	1,989,826	1,651,892	1,580,350	1,619,914	1,356,390	1,665,044	1,460,544
World	1,339,012	1,180,794	1,256,764	1,305,900	965,958	1,372,698	1,377,806
*Mirror (Tab.)	273,258	265,274
News (Tab.)	424,926	367,240	275,570	223,286	189,314	123,220
*Eve. Graphic	194,828
*Eve. Journal	763,820	749,700	707,994	696,126	620,228	519,302	531,908
*Eve. Mail	401,640	344,148	373,896	397,896	288,272
*Eve. Post	306,224	228,480	236,650	226,422	374,032	308,930	284,455
*Eve. World	485,876	387,478	466,556	498,172	509,352	556,720	409,252
Globe	430,642	451,072	431,842	508,546
*Telegram	409,074	505,920	513,298	591,988	480,420	546,506	482,372
*B'klyn Eagle	1,143,064	1,062,850	1,044,032	1,061,644	935,596	977,382	855,228
*B'klyn Times	345,446	305,044	270,182	250,270	287,926	283,310
Stand. Union	407,244	464,556	439,074	546,626	495,068	632,036	549,102
Totals	11,060,332	9,681,370	10,025,332	10,433,472	9,486,454	10,590,806	9,502,801

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

\$35,000,000 HUMBER RIVER PAPER MILL DEVELOPMENT IS OPENED

Governor General, Sir William G. Allardyce, Speaks at Ceremonies Attending Completion of Newfoundland Power and Paper Company's Huge Project

"THERE have been many red letter days in his Majesty's oldest Colony, since Cabot first dropped anchor at St. John's, some 400 years ago, to lay the foundation of the British Empire overseas—days of which every Newfoundlander is proud. I have merely to refer to the landing of the first cable, the first wireless message that ever came across the Atlantic, the first direct aeroplane flight from the new world to the old, the construction at Grand Falls of the first paper mill and other historical events too numerous to mention. But I doubt whether any one of these has had within it more far-reaching possibilities—if rightly taken advantage of—for benefiting the people of Terra Nova and promoting their material and industrial welfare than the opening of this paper mill which, when running at full capacity, will turn out 400 tons of news print paper daily."

Sir William G. Allardyce, Governor General of Newfoundland, was the speaker. The occasion was the official opening Aug. 24, of the great Humber River development of the Newfoundland Power and Paper Company, Ltd. at Corner Brook, Newfoundland. Sir Glynn Wes. presided.

Continuing, Sir William said that both the British Government and the local Government have a direct concern in this huge undertaking and it was a matter of gratification that it had been found possible to synchronize the visit of the parliamentary committee from the Motherland with the formal opening of this gigantic paper manufactory.

It was impossible to tell in terms of employment or to compute in dollars and cents, His Excellency said, what this development means to Newfoundland, but of this he was confident, that the words, "Cornerbrook" and "Humber" had been repeated more often during the past two years and a half and produced more contentment and happiness and inspired more hope in Newfoundland than any other three words that have been used in the same period.

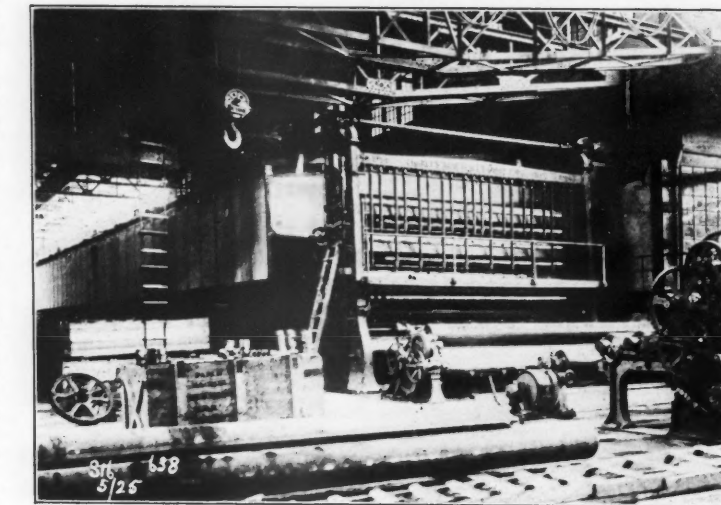
Concluding his address and formally declaring the works open, His Excellency complimented the officers and directors of the Newfoundland Power and Paper Company, Ltd., the Messrs. Armstrong, Whitworth & Co., of London, general contractors and the sub-contractors, for their skill and thoroughness and the rapidity with which they had erected the plant and overcome the many engineering and climatic difficulties. To John Stadler, managing director, he was generous, referring to him as "that expert in paper making and paper mill management who, ably supported by his staff, has maintained the unique reputation he brought with him from Canada."

The Humber development of the New-

foundland Power & Paper Company, incorporated by Parliament July 13, 1923, represents an investment of approximately, \$35,000,000, about half of which has interest guaranteed by both Britain and Newfoundland. Within two years the tidal waters of an arm of the Bay of Islands, have given place to an area of 40 acres of filled land upon which stand the mills and pulp wood yards with railroad sidings, warehouses and wharves adjoining. The modern town of Corner Brook has been laid out with water sup-

ply, electric lights, sewerage system and

a large number of houses have been constructed to house employees. A modern hotel has been erected and one of the most completely equipped hospitals in the country is serving the community with a competent corps of nurses.



Newsprint Machine with 100 Tons Daily Capacity

Within the same brief period, the Hydro-Electric Power Plant at Deer Lake, 32 miles from Corner Brook, has been constructed and filled with machinery. The great dam has been erected at Grand Lake with canal, power lines, etc. and 100,000 horse power of electric current is being sent daily over 4 transmission lines to the mills at Corner Brook. Back of the mills is a woodland area of 1,914,282 acres, 50 per cent of which are on the Humber River water shed and the balance are located west of the Humber along the railroad and on the West Coast.

Back of the power plant is Grand Lake with an area of 215 square miles and a drainage area of 1,650 square miles. From this an average, yearly flow is

available of 5,000 cubic feet per second. Grand Lake is being used as a regulatory reservoir, with a capacity of 30,000 million cubic feet. To control this huge reservoir, a hollow, reinforced concrete dam, 800 feet long and 75 feet high, was built at Junction Brook. This main dam has a spillway with a capacity of 26,000 cubic feet per second. This consists of 18 electric operated sluiceways, each 15 feet wide. To convey the water from Grand Lake to Deer Lake Power House, a canal, 7 miles long, was built with intake works regulating the flow.

There are 7 pen stocks, each 4,000 feet long, through which the water flows to the turbines the upper 2,500 feet being of wood staves construction about ten feet in diameter. The lower section is of riveted steel. The machine room of the paper mill contains 4 paper making units, all identical. Each is capable of producing 100

tons of finished news print paper every 24 hours, when operated at full capacity, or 400 tons a day. The present output is about 150 tons a day. But it is stated that by the first of the year, the machines will be in condition to produce pretty close to full capacity.

The detailed technical description of the machinery in operation in the power house and paper and sulphite mills at Deer Lake and Corner Brook would fill a page of space in EDITOR & PUBLISHER, but that space is not available. Some conception of this enormous development may be gained, however, by considering that 173,000 tons of material have been received in the last two years at the wharf at Corner Brook and more than 100,000 tons represents machinery and equipment of one kind and another, all bearing the stamp either "Made in Britain," or "Made in Canada." Warehousing and shipping is simplicity itself 265 days in the year. The "Humber Arm" and "Corner Brook," sister ships of the Newfoundland Power & Paper Com-

pany, Ltd. will solve that problem by carrying about 6,000 tons of news print paper per cargo in specially constructed holds to Atlantic seaboard ports, to England, Australia and the other British dominions. But during the other hundred days in the year Corner Brook is icebound and provision has been made to store during that period from 40 to 50,000 tons of news print. These huge warehouses—and there are two of them—are 135 feet wide by 600 feet long. The rolls are to be stocked 3 high, end on end. These warehouses adjoin the finishing room and are built on some 8,000 piles. They extend to the wharves at deep water.

The Bowater Paper Company, Messrs. Eric V. Bowater and Earle C. Duffin, 340 Madison avenue, New York, are the selling agents for this new production, some of which has been in use recently by the Jacksonville (Fla.) Times-Union and the Boston (Mass.) Herald Traveler.

NEWSSTAND WAR ON

English Firm Seeking Monopoly on Stand Poster Space

Enterprising attempts to capture the shopfronts of news agents in all parts of England are being made by a syndicate whose scheme is to erect cabinets and boards for poster display in front of agents' shops and obtain a monopoly of sales.

At present every news agent erects his own boards or receives them for a small charge from a newspaper, putting up the contents bills he prefers because of its sales value, because he receives a free copy for displaying a bill, or because the journal gives him the terms desired by the National Federation of Retail News Agents. Under the new scheme the agent gets a fee for five years and resigns all rights in his shop-front as far as display of bills is concerned, and the right to a show is let by the bill-posting syndicate to any newspaper for a charge of three-halfpence per day per space and three-pence on Sunday.

Naturally the newspapers are determined opponents of the scheme as it means paying for space that most of them have enjoyed free of charge for years innumerable. The National Federation of Retail News Agents does not like the plan.

PRINTING SUNDAY TABLOID

Memphis News Scimitar Reduces Size September 6

A tabloid edition has replaced the former full-size Sunday edition of the Memphis News Scimitar. The daily evening editions of the paper will remain the old style, but the Sunday morning editions hereafter will be tab size.

The change to the pictorial field followed a conference between local representatives of the News Scimitar and Paul Block in New York. The first edition, Sept 6, carried 64 pages of black and white and eight pages of comics, following the announcement of the management that advertising would be restricted to 165 columns of 16 inch length.



Panorama Snapshot of New Plant of the Newfoundland Power and Paper Co., Corner Brook, Newfoundland



*The Detroit News Prints 81% of
All Women's Wear Advertising
Published in Detroit*

NOTHING is so indicative of the attention getting value of a medium as its patronage by the sellers of women's wear merchandise, for that kind of advertising is entirely dependent for results on home reading. That women read The Detroit News and buy accordingly is amply proved by the fact that 81% of all Women's Wear Advertising placed in Detroit appears in The Detroit News, week days. The Sunday News carries 53% of all the women's wear advertising, as well. The superiority of The News in this classification of advertising as well as in every other selling classification is due to its uniquely thorough coverage and its home appeal.

No other city of Detroit's size or larger is so thoroughly covered by one paper as Detroit by The News.

The Detroit News

Greatest Circulation Week Day or Sunday In Michigan

AGATE LINES WORKING IN 300 DAILIES TO BUILD A FLORIDA CITY

**Pulling Power of Newspapers Demonstrated in Hollywood-by-the-Sea Copy for Attracting Vacationists—
\$65,000 Monthly Being Spent Says Rankin**

By HAMMOND EDWARD FRANKLIN

MIAMI's lead in total lineage over all newspapers of the country, including New York and Chicago, has spotlighted interest on what is happening in Florida.

The rush of tourists, advertising and newspaper men, and money for real estate has had an effect not unlike gold field booms of other days. Stories of land bought for a small amount and sold, sight unseen, for double have floated back to even the small towns up north. Not so much has been heard about Florida as a summer vacation place. In fact, the northern impression has been that only in winter is Florida a desirable resort.

Newspaper advertising now promises to stabilize what otherwise might prove an ephemeral boom. It has just demonstrated sensationally that it can bring Florida plenty of summer vacationists. Now it is helping Florida get more industries and in other ways lay a bedrock foundation of permanence to its prosperity.

Newspapers have been called on before to help Florida. For instance, the city advertising department of Jacksonville has published paid space to invite manufacturers to build their plants in Jacksonville or to invest money there at higher rates than elsewhere. Some advertising has been done of the section as a winter resort, although slight compared with California.

Considerable real estate advertising for Florida in the last few months has found its way north as well as flooded the local press. Coral Gables, advertised as 40 miles of water front and "the Miami Riviera," in particular has been featured in a high grade way.

But the most striking demonstration of how newspaper advertising can produce at times remarkably quick results has been the case of Hollywood-by-the-Sea, Florida, called "Florida's all-year resort city, a place to live."

Somewhat over four years ago Joseph W. Young, who had been in the real estate business at Indianapolis and in California, went to Miami where he prospered.

He decided that because of lack of harbor facilities, Miami was not as good seaport as it might be. It was his idea there should be a city on the southeast coast where large vessels could enter as readily as New York City and Philadelphia. After making a survey, Mr. Young picked Hollywood as the spot, as had Flagler before him.

Mr. Young's land has a frontage of seven miles on the ocean. It is 15 miles north of Miami and 50 miles south of Palm Beach. The place is now a modern city with parks, golf courses, recreation grounds, etc. There are two large hotels and another under construction. It is the ambition of the developers of Hollywood to increase its population from 7,000 to 100,000 in the next three years.

The summer months have been a dull period previously in Hollywood. The hotels closed and most of the residents left for a vacation. Mr. Young believed that the city was a better potential resort than many others and that northern people could be induced to come south for summer trips. He brought his men together in March and laid plans for them to go north and see what could be done. He also talked with several advertising men who threw cold water on the possibility of doing anything successfully.

On June 16, H. Emerson Evans put the problem of how to induce excursionists from New York to Hollywood by boat and by train up to William H. Rankin, head of the William H. Rankin Company, a firm believer in newspaper advertising. Three days later Vice-President Reinhart of the Rankin agency presented complete plans for a campaign, calling for an expenditure of \$46,000 for New York and towns within a radius of 300

miles during July, and it was approved by Mr. Young.

On June 25, the advertising started and on June 29, when the first steamer sailed with excursionists on board every berth was sold.

It had been planned to have a boat leave New York every other Tuesday, but it has been necessary for the steamer to sail every Tuesday and the boat is sold up to Oct. 1. Three weeks after the New York campaign started, newspaper advertising at the rate of \$25,000 a month began at Chicago and the Central West. Ten days after the first copy had appeared, the first train of excursionists left filled to capacity for Hollywood and a waiting list was established. The results, if anything, from the Middle West have been ahead of the East.

The copy, ranging all the way from a full page to small space, has featured a complete trip for \$100 for 14 days, including hotel and all other expenses. As the Clyde line charges \$85 for the round trip by sea alone, it is evident that each excursionist costs Mr. Young \$50 to \$75, but the publicity, advertising and general interest fostered in Hollywood he believes makes it well worth the price.

The price recently has been raised to \$150.

"Enjoy a tour of South-sea-isle charm plus modern seaside-resort comfort" coaxes one page advertisement. It shows a \$250,000 bathing pavillion and brings out the many features of the complete trip. It stresses the mild climate and the desirability of Hollywood as a year-round city. A personal invitation from Joseph W. Young is published beneath his picture. A coupon is attached.

Six inches double column space in resort sections and half page in news sections, even page one space as high as \$10 per line in such papers as the *New York Times*, *American*, *Herald Tribune*, *Telegram* and *World* helped bring hundreds. The original plan had been for the salesmen to follow down personally people who mailed in coupons, but the coupons piled in so fast it was not possible or necessary.

Each inquirer was mailed a folder and a week later a second folder. One of these contained impressions of Hollywood obtained by a party of newspaper men who went there as guests of Mr. Young. Those in the group included G. W. Beardsley, editorial writer of the *New York Commercial*, T. W. Spurgeon, resort editor of the *New York Sun*, J. S. Jourdan, *Wall Street Journal*, Gilbert T. Hodges, the *Sun* and *Telegram*, Clifford Standish of the resort department of the *New York Times*, R. A. Mooney of the resort department of the *New York Post*,

H. Emerson Evans, New York manager of Hollywood-by-the-Sea and William H. Rankin.

"Mr. Young wants to keep the interest of the public centered on Hollywood, and he has decided to use the newspapers 52 weeks a year," Mr. Rankin stated the other day. "At present we are using 300 newspapers in Chicago, New York and between. The cost is about \$65,000 a month. As it continues on this steady basis it will doubtless arouse great interest in Hollywood and other cities in Florida (which no doubt will follow the plan) and will do more to stabilize values in the state than anything else that can be imagined.

"You will notice that our method eliminates the need of any costly direct-mail advertising. By using ample newspaper space week in and out, as we will in the campaign, and by keeping the copy newsy, the newspaper advertising itself comprises a 'followup' and is one-tenth as expensive, less than one half cent for a full page delivered into one home.

"Mr. Young's payroll amounts to \$1,000,000 per month and he has over 3,400 employes in Hollywood and at offices throughout the country. It is his intention to make Hollywood a city for the man of average income and not for the wealthy alone.

"We asked for suggestions as to what could be manufactured in the city. Up to now, more than 60,000 letters have been received offering ideas. From these he will get at least 100 articles which can be manufactured. He hopes to greatly develop the manufacturing aspect of Hollywood and has a department for that purpose.

"All this goes to prove that the people do read newspapers, in summer as well as in winter, and, if the proper copy and layouts are used, they do respond. The success of Hollywood-by-the-sea should convince advertisers that the summer is just as good as the winter to advertise." The growth of Hollywood will be watched with interest as a city which newspaper advertising helped build during the pioneer stage.

ONE AD—ONE CROWD—ONE SQUAD OF POLICE

ONE newspaper advertisement in the Kansas City newspapers last week at the beginning of a nine-day sale put on by the New York Salvage Wrecking Company brought out a crowd that necessitated calling of police reserves.

It was the first time the store had ever advertised.

COLORADO EDITOR ATTACKED

W. Walker of Grand Junction Beaten by Alleged Klansman

(By Telegraph to EDITOR & PUBLISHER)

DENVER, Col., Sept. 8.—Walter Walker, editor and owner of the *Grand Junction* (Col.) *Sentinel*, prominent local Democratic leader and active opposer of the Ku Klux Klan was attacked and brutally beaten last week by Charles Thomas, deputy sheriff, alleged high Klansman.

According to bystanders Walker was going down Main street when he was set upon by Thomas who knocked him down three times and badly mauled him.

The attack was said to be the result of severe criticism against the Klan appearing in the *Sentinel*. Thomas was arrested on a state warrant charging him with malicious and felonious assault and his commission as deputy sheriff was cancelled.

British Agency Men Advertising

A campaign to advertise advertising has been launched in the leading London dailies by the Association of British Advertising Agents. It is being run in large space and the copy stresses the importance of agency service in presenting business messages to the public.

Number 5

Whys and Wherefores of Certified Dry Mats

CERTIFIED "STAYBACK"

Many of our customers who are equipped with Duplex tubulars tell us that with Certified Dry Mats they have less hand tooling than with "wet mats."

Whether you are equipped with a tubular or a semi-cylindrical casting box, you will find that Certified do not require any more "backing" than wet mats, and quite generally they do not require as much.

Why? Because Certified are integral, homogeneous units with natural stayback. In our dry mats flexibility, impressibility, thickness and stayback are closely allied and carefully controlled during the manufacturing process.

We fully realize that it is simple enough to claim this and that for a product, and so we prefer that you check up on our statements and satisfy yourself. It is a pleasure for us to put Certified to the test in your plant; samples are free, and do not obligate you in any way.

And you will be pleased with the results with Certified Dry Mats. Just try them NOW.

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.

Our Customers Write Our Ads

"Our DUPLEX TUBULAR runs like a first-class well regulated automobile."

Sun American Publishing Company
Lawrence, Massachusetts

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

Well enough is not good enough for FOODS

EVERY food manufacturer knows the general conditions which affect sales of his product. But for cold-blooded knowledge of exactly what papers will move food stuffs best in any market—ask the Chain Stores.

Well enough is not good enough for them. Their selling efforts continue six days a week and fifty-two weeks a year. Advertising and sales are never separated far enough to cloud cause and effect.

And these advertisers use the Evening Journal more than they do any other paper in New York—morning, evening or Sunday. They do this because it produces the sales volume and net profits they want; and it does so because every family buys food and the Evening Journal goes into the homes of 43 out of every 100 families who read any New York evening newspaper.

Look at the food lineage for example:

The NEW YORK EVENING JOURNAL publishes more Food Advertising than any paper in New York and has the same record for practically everything a family buys.

Selling FOODS in New York

How Grocery Chain Stores and Food Manufacturers invest their advertising lineage:

GROCERY CHAIN STORE LINEAGE

Stores include:		
A. & P.	Daniel Reeves	Bohack
Andrew Daveys	Sheffield Farms	Federal
Gristede	United Chain	Buschbaum
Oppenheimer	Stores	Butler

Paper	1924	1st Half 1925
Journal	142,100	64,955
Evening World	104,343	53,012
Sun	79,108	39,710
News	54,842	28,877
American	38,181	270
Times	1,776
Tribune	1,764
Mail }	1,475
Telegram }	1,405
World	1,040	280
Post	776

TOTAL FOOD LINEAGE, 1924

Evening	Morning	Sunday
Journal ... 621,802	News 232,156	American.. 173,752
Sun 546,002	Times 167,162	World ... 120,776
World ... 524,920	American.. 127,222	Her.-Trib.. 79,576
Tel.-Mail. 164,406	Her.-Trib. 123,168	Times 39,956
Post 47,008	World 68,500	News 11,102
Bulletin .. 4,192	Mirror ... 7,878	

TOTAL FOOD LINEAGE, 1925

(8 months)

Evening	Morning	Sunday
Journal ... 385,542	Her.-Trib.. 105,274	American.. 95,502
Sun 350,500	American.. 76,174	Her.-Trib.. 35,316
World ... 294,454	Times 64,526	Times 33,058
Tel. 79,410	World..... 44,448	World..... 28,084
Post 30,642		

NEW YORK EVENING JOURNAL

Largest evening circulation in America—and at 3c a copy

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



He cut expenditures 20 per cent this year—J. E. Hanway

SWITCHING back from spendthrift days to the economical administration required in the current condition of affairs offers its problems to all publishers, disregarding the proportions of their properties.

But it can be done, and safely now, without danger to the newspaper product, in the opinion of J. E. Hanway, publisher of the *Casper* (Wyo.) *Tribune*. Mr. Hanway has been able to cut his expenditures 20 per cent this year, he told EDITOR & PUBLISHER this week.

"I believe," he said, "that the average newspaper publisher could cut his expenses very materially by giving personal attention to his plant. Too often, he is content to sit at his front desk and let his employees turn the wheels around.

"The biggest hole in the newspaper purse, I believe, can be located in the circulation department. You know how unpaid subscriptions gradually accumulate in any newspaper office.

"The first step in economy, I believe, and the most important step is to cut out all circulation deadwood. Let the public know it is getting a 10 cent product for a few cents, and stop every subscriber who neglects payment."

Mr. Hanway also said he was able to save \$2,000 a year in printing.

"We were getting our job work done outside," he explained. "I purchased a small press, and now the expense is little more than the cost of white paper."

Casper is a city of 25,000 in a county of 40,000. Circulation of the *Tribune* is between 7,500 and 8,000. Mr. Hanway is able to conduct his business at a cost of \$163,200 a year, or an average of \$13,600 a month.

The *Tribune's* expenses are apportioned per month, approximately as follows:

- Mechanical: \$3,500.
- Editorial: \$2,100.
- Office: \$600.
- Advertising: \$700.
- Circulation: \$700.
- Indirect Account: \$6,000.

The indirect account includes cost of newsprint, officers' salaries, bad accounts, traveling expenses, freight, agency commissions, etc.

Circulation has always been the dominant interest of Mr. Hanway.

"I have tried all methods of building up subscription lists," he said. "At one time, I was a firm believer in the premium system.

"Nowadays, however, the large general advertisers want honest circulation, and newspaper publishers anxious for their patronage, must get readers by publishing a readable newspaper.

"Circulation made through contests, I have found by experience, is not the least bit valuable. In fact it is rather a detriment to the newspaper using this method."

Mr. Hanway said he now adds to his reader-lists by spending money in the editorial department, by house-to-house solicitation, and by prompt delivery.

In delivery of the *Tribune*, he is making ever increasing use of automobiles. His newspaper is carried to every camp in the oil fields by fast trucks. On Sunday three routes, running from 60 to 150 miles, are delivered by automobile.

"I investigated the possibilities for using an airplane," Mr. Hanway said, "but I don't think the time is ripe for that yet."

It was a Hanway ancestor who made one of the first umbrellas. J. E. Hanway likes to believe he has inherited this sense of foresight, a gift which makes him lay claim to a golden future for Wyoming, a State which so far, he says, has been "barely scratched."

Jonah Hanway carried his umbrella on London streets in 1690 and was straightway laughed back indoors. He persisted, however, and his English descendants became rich manufacturing rain shelters for Britons.

The American Hanways were frontiersmen. "J. E." was raised in the then grasshopper-ridden Kansas.

Although he lived on a Kansas farm, Mr. Hanway from early boyhood wanted to go into the newspaper business. His first taste of it was selling subscriptions to farm magazines. When his family "moved to town," he carried a route for the old *Topeka Capital*. Later he became the local agent in Topeka for the *Kansas City Star*, subsequently adding to his experience through connections with

the *Kansas City Times*, *Topeka Journal*, and the old *Kansas City World*.

After this experience, he decided he would become his own boss. In 1904 he leased the *Horton* (Kan.) *Commercial*, a weekly. Because of his early experience in the circulation departments of various Kansas dailies, he was able to build up the property and sell it at a profit. For a while, therefore, he made the buying and selling of weeklies his business. All together seven newspapers passed through his hands in this way.

The eighth weekly was the *Casper Tribune*. Mr. Hanway bought this property in 1914. Casper was then a village of 3,200. His newspaper has been in the daily field since 1916.

"It looked good to me in those days, and it still looks good," Mr. Hanway said. "Wyoming has just been scratched, and some day people of the East will wake up to the opportunities there.

Mr. Hanway made the claim that there are thousands of acres under "Wyoming sage brush, where you can take out \$1 a yard in pure gold."

For The Six Months Ending March 31, 1925

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

247,320

a gain of 3,587 over the same period a year ago.

The average net paid per Sunday circulation of THE SUNDAY SUN for that period was 182,031—a gain of 4,527.

Everything in Baltimore Revolves Around

THE SUN

Morning, Evening, Sunday

The **INDIANAPOLIS**

BUY space as the local merchants do. They know. Last year The Indianapolis News carried more than 11,000,000 lines of local display advertising, and more total advertising than both other Indianapolis newspapers combined—6 issues a week against 13. 1924 was a repetition of the 1923 total lineage record.

NEWS

FRANK T CARROLL Advertising Manager

Chicago Office
J. E. Lutz
The Tower Bldg.

New York Office
Dan A. Carroll
110 E. 42nd St.

RADIO SUPREMACY

During the first eight months of 1925, the four leading New York evening newspapers published 1,221,744 lines of Radio advertising. The Sun alone published 690,864—over 150,000 lines more than the other three combined. During this period The Sun published as much Radio advertising as the four leading New York morning and Sunday newspapers combined.

The Sun
280 Broadway, New York

first! OHIO

13,570,839 Lines

Dispatch advertising record first eight months of 1925 exceeding other Columbus newspapers combined by 2,421,359. For the first 6 mos. 1925 The Dispatch paid advertising lineage exceeded the second Ohio newspaper by 1,210,736.

NET PAID CIRCULATION	
CITY	54,851
SUBURBAN	28,024
COUNTRY	22,944
Total Circulation	105,819

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

Greatest Volume in Dullest Month

In the greatest August in advertising in the history of New York newspapers, The New York Times published 1,989,826 agate lines—the largest volume ever published by a New York newspaper in the dullest mid-summer month.

The aggregate published by The New York Times exceeded by 650,814 lines, or nearly 50%, the total published in the second New York newspaper, exceeded by 894,020 lines the New York morning newspaper usually classed with The Times as to quality of circulation and was a gain over August, 1924, of 337,934 lines, the largest gain of any New York newspaper, and more than twice the gain of the second newspaper in total volume of advertising.

No other newspaper in the world ever published so large an amount of high class advertising in the month of August.

This record volume of advertising in the slack business month of the year was free from objectionable and questionable "catchpenny" offers, and like all advertising in The New York Times, subject to censorship to protect the columns of The Times from those who misrepresent, raise false hopes and spread nets to catch the unwary.

ATWATER KENT USING 150 DAILIES IN OUTSTANDING FALL RADIO DRIVE

First Full Page Copy Appearing Sept. 12, Placed on Cooperative Basis With Dealers by Barton, Durstine & Osborn—Retailers Asked for Newspapers

BY PHILIP SCHUYLER

WHEN first copy appears around Sept. 12 in the fall campaign of the Atwater Kent Manufacturing Company, makers of radio receiving sets and radio speakers, newspapers will be used on a larger scale than ever before in the history of the firm.

And, handled by Barton, Durstine &

of mats, ranging from 62 lines to 140 lines on a single column, written for their benefit.

Timeliness is the keynote of much of the newspaper copy, and always a desirable asset. Many of the advertisements prepared for the drive embody a small box announcement to the effect that the At-

to test the capabilities of the product to be advertised. The survey was directed partly at prospective farmer buyers, and prominent among the testimonials is one from a housewife who tells what radio means on an Oklahoman farm.

Copy based on the indirect testimonial appeal takes the readers into homes of notables, where the Atwater Kent Receiving Set installations are described. Among the homes thus mentioned are those of Grantland Rice, sporting writer for the *New York Herald Tribune*; Irvin S. Cobb, Booth Tarkington, and James Montgomery Flagg.

There is more sales appeal, it is believed, in suggestive copy, such as one advertisement of the series which pictures the "old folks at home," and hints it would be very nice if the young people would club together and buy Mother and Dad an Atwater Kent.

The instructive side of radio is also brought into play, with text enlarging on the idea of radio as "the university of the air."

Text for this copy reads:

"In the twentieth century knowledge has become the common heritage of mankind. It is in the air. It is yours for the asking, yours without effort, without restriction, without tuition fee.

"Thirty-six colleges in various parts of the country are operating broadcasting stations to carry on extension courses. Forty-five broadcasting stations owned by states and cities are putting matters of national and international interest on the air.

"Hundreds of stations are sending out talks and lectures on travel, science, domestic arts, economics, and countless other subjects of personal value.

"Get your radio today. And take this hint: Atwater Kent Receiving Sets and Radio Speakers are built for perfect all-round service. They sacrifice no one desirable feature to over-emphasize another."

H. G. Canda, B. C. Duffy, and John Sterling, of the Barton, Durstine & Osborn executive staff, attended the dealer meetings at which requests for the use of newspaper space were made.

SOVIET NEWS CENSOR FUGITIVE CONVICT

George Andreychine, Dictator of Foreign Correspondents in Moscow, Was Sentenced in the 1918 I.W.W. Trial in Chicago

A fugitive I. W. W. convict controls the stream of news from the Soviet Union to the American press, the United Press Associations disclosed this week in a Moscow dispatch.

George Andreychine, now 31, who is dictator over the foreign correspondents in Moscow, was for many years a digger of ore along the Mesaba range, the dispatch said. In 1918 he was arrested, tried, and sentenced by Judge Landis to 20 years imprisonment, at the sensational Chicago trial of I. W. W.'s in 1918.

Today, without his O. K., no Russian news gains access to the mails or cables.

Released from Leavenworth Penitentiary in 1921 after spending two and a half years "making little ones out of big ones" at the rock pile, Andreychine was allowed a brief respite to arrange his appeal to a higher court. Radical friends put up \$11,000 bail and Andreychine rushed to Chicago, consulted Clarence Darrow and other lawyers and then to the amazement of his friends and the police alike suddenly vanished on the very day he was to return to the Kansas prison to serve the remainder of his term.

There followed a game of fox and hounds. The police trailed him to a street in Greenwich Village, New York city, but he slipped past them as they mounted the stairs to arrest him, and he turned up in Hamburg, Germany.

Once in German territory it was a simple matter to arrange his journey to Soviet Russia, and Andreychine, "wanted" by the police of forty-eight States, arrived in Moscow. From his early youth, when he belonged to the armed bands roaming the mountains of Macedonia, Andreychine had been used to these tilts with established authority, so his escape from America was only one episode of a lively career.

First a member of the executive of the Red Trade Union International, Andreychine soon became a flannel shirted banker at one of the leading financial institutions of the Soviet Union, the Bank of Industry. At a local poll he was elected to the Moscow Soviet.

Plans New Alaska Daily

Sidney D. Charles, owner of the *Petersburg (Alaska) Herald* and *Sitka Tribune*, has purchased the plant of the late *Ketchikan Alaska Examiner* and will start publication of another daily in Ketchikan soon.

ATWATER KENT RADIO

The University of the Air

IN THE twentieth century knowledge has become the common heritage of mankind. It is in the air. It is yours for the asking, yours without effort, without restriction, without tuition fee.

Thirty-six colleges in various parts of the country are operating broadcasting stations to carry on extension courses. Forty-five broadcasting stations owned by states and cities are putting matters of national and international interest on the air.

Hundreds of stations are sending out talks and lectures on travel, science, domestic arts, economics, and countless other subjects of personal value.

Get your radio today. And take this hint: Atwater Kent Receiving Sets and Radio Speakers are built for perfect all-around service. They sacrifice no one desirable feature to over-emphasize another.

On WWJ tonight! The Atwater Kent Radio Artists are on the air tonight—and every Thursday night—at 9 o'clock Eastern Standard Time. We think so much of this good program of good music that it broadcast over all these stations:

WEAF . . . New York	WSAI . . . Cincinnati
WJAR . . . Providence	WGR . . . Buffalo
WOC . . . Davenport	WEEI . . . Boston
WEI . . . Philadelphia	WWJ . . . Detroit
WCAR . . . Pittsburgh	WCCO . . . Minneapolis-St. Paul

Here it tonight and you will agree that no finer program goes on the air at any hour of the week.

Radio Speakers Priced from \$— to \$—

Model 10 (without tubes)
Price, \$—

Model 20 Compact
Price, \$—

Model 20—Price, \$—

DISTRIBUTOR'S NAME AND ADDRESS

Atwater Kent Dealer Tie-up Copy

Osborn, Inc., New York advertising agency, the Atwater Kent campaign this year possesses a ginger possible only when the advertising investment has been placed generously in the hands of the daily press.

Rounded out with magazine insertions and billboards, the backbone of the newspaper drive provides for a series of 10 full page advertisements in 150 dailies in large distributing cities. Smaller space will be used in local dailies elsewhere, according to a schedule now being prepared and the agency believes it will be one of the largest radio drives of the season.

As was the case last year, the newspaper campaign is being paid for under a cooperative plan drawn up between the manufacturer and distributor. A fifty-fifty arrangement between these two parties provides for payment of a half page of newspaper space, and the remainder of the page is sold to dealers, with a series

water Kent Radio Artists are "on the air tonight and every Thursday night at 9 o'clock Eastern Standard Time." Then 11 stations broadcasting the Atwater Kent program are listed, forming the company's hook-up with its air advertising arrangements.

Special copy has been prepared, properly visualized and explained for use in newspapers at World Series time. Also held for release at dates when big local football matches are scheduled is an advertisement appropriately worded. It is headlined: "Football is in the air . . . and on the air."

The time element is also in evidence with individual copy treatment for Christmas and Thanksgiving. The former advertisement hinges on the appeal: "If you get money for Christmas—use it to buy an Atwater Kent Receiving Set."

Agency officials declared a comprehensive survey of various states was made

TO AWARD GOOD DEED

Chicago Daily News Offers \$1,000 Prizes in Memory of Victor Lawson

The *Chicago Daily News* announced Sept. 9, it would award \$1,000 to the person who shall be judged by that newspaper to have performed the most beautiful action or to have done the most beneficial thing for humanity. The award is limited to within the coming 12 months and to within the borders of Chicago.

The announcement was made on the 75th anniversary of the birth of the late Victor F. Lawson, for half a century editor and publisher of the *Daily News*.

Increases Efficiency of Composing Room

UNDER date of April 22, 1925, Mr. T. E. Fitzgerald, General Manager of the *Daytona (Fla.) Daily News* wrote us: "About two months ago we installed a Ludlow and take this opportunity to say that *we do not realize how we ever got along without one in the past.*

"It certainly comes up to every claim you made. It greatly increases the efficiency of the composing room, and our men prefer it over one-type-at-a-time composition."



Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Boston: 261 Franklin Street

New York: 63 Park Row
Atlanta: 41 Marietta Street

NEW CONTEMPT RULING IN GEORGIA

Editor Fined \$25 For Critical Editorial By Judge It Involved In Court Called In Another County

SAVANNAH, Ga., Sept. 9.—Sitting at Soperton, the county seat of Treutlen county, Judge Eschol Graham of the Superior Court has just fined W. E. Boatright \$25 for contempt of court for an editorial appearing in the *Forest-Blade*, a weekly printed at Swainsboro. There is nothing very remarkable about that but in assessing the fine and assuming jurisdiction in the case Judge Graham has assumed an interesting attitude regarding contempt of court in Georgia.

The offense committed by Editor Boatright was not committed in the county of Treutlen nor even in the Oconee Circuit presided over by Judge Graham. Editor Boatright's paper is printed in Emanuel county in a circuit considerably removed from that of Judge Graham.

Under this decision a Superior court judge in North Georgia who renders a decision which brings a criticism from a newspaper in the lower section of the state, some 300 miles or more away, can order such an editor served in his home town to answer in the court of the Judge thus offended and the hearing can take place in a court miles away from where the offense was committed.

The circumstances are of interest to the newspaper profession.

On May 27, 1924, H. M. Flanders, editor of the *Soperton News*, was attacked on the streets of Soperton, Treutlen county, by Crosby Williams, who shot and seriously maimed him. Flanders is the son-in-law of W. E. Boatright. There was considerable feeling aroused over the shooting and the subsequent trial. Williams was convicted and sentenced by Judge Graham to a year in the chain gang. Before the year was up Judge Graham recommended his discharge and this was done.

On the appearance of Williams, free, Editor Boatright wrote an editorial in which he severely criticized the action of Judge Graham. He charged Williams had been tried by a "hand picked" jury and held that the Judge had been "swayed and led by the lawless vote-giving element."

Judge Graham called the editorial to the notice of the grand jury. An order was issued directing Editor Boatright in another county to appear in Trenton Superior Court and answer a rule for contempt.

He appeared and asked that the proceedings be dismissed because he had been served in Emanuel county by the sheriff of Treutlen county. He held the Sheriff had no authority to serve him. This motion the judge overruled as he did the motion that Judge Graham was disqualified to hear the case as he has expressed himself to the grand jury that Boatright was guilty of contempt of court. The court held he had not done this.

It was insisted by the defense that as there was no case pending before the court when the offending editorial appeared there was no contempt. Judge Graham declared this contention without merit.

Under these circumstances the Judge held Editor Boatright to be the author of the offending article and he assumed that he had jurisdiction to hear the cause.

There was a lapse of ten days between the date of the hearing and the announcement of the decision. During this time Editor Boatright through his attorney acknowledged his error and sought the mercy of the court. Judge Graham therefore fined him \$25 which was paid. But he permitted his decision on several points raised to stand and concluded his decision:

"We may add that the Judge of this court looks upon the freedom of the press as one of the sacred rights of the people and would do all that he might reasonably do within his power to preserve such freedom; however freedom of the press was never intended as a refuge for

the contemner, the slanderer and the libeler. The press can be free and men speak and write without indulgence in libel and slander. No court will take offense at any criticism, justly, truthfully and respectfully made. Our courts do the best they can under the circumstances before them. Of course they are liable to err but our people should be slow to find fault with them. Let the people learn that the calm and dispassionate enforcement of the law by the courts is the strength of our government."

VIRGINIANS IN SESSION

Thirty-Seventh Annual Meet Draws 75 Editors to Clifton Forge

(By Telegraph to Editor & Publisher)

CLIFTON FORGE, Va., Sept. 10.—More than 75 editors and their wives attended the opening session of the 37th convention of the Virginia Press Association here this morning.

James W. Atkins, president of the North Carolina Press Association, was introduced. He will speak at tomorrow's session. President Henry Louis Smith, of Washington and Lee University spoke on the meaning to the future Virginia of the establishment of the Lee Memorial School of Journalism.

The report of Secretary-Treasurer James Latimer showed 14 new members enrolled during the year, making the membership 121. The report also covered the financial side of the National Editorial Association convention and educational tour.

Col. W. H. Copeland, *Newport News Daily Press*, discussed the need of the editorial page, adding that it was not the printed word but the spirit behind the writer that carried power.

Junius B. P. Fishburn, of the *Roanoke World News*, suggested that future programs include a section for the daily publishers and an hour for the discussion of back shop problems as a means of interesting daily publishers in the Association. In the afternoon an auto tour was made to Covington where the West Virginia Pulp and Paper Company's plant was visited. Also the Alleghany County Fair at night. The editors were the guests of the citizens of Covington at a banquet, returning by auto.

SONGS OF THE CRAFT

(Written Exclusively for Editor & Publisher)

By Henry Edward Warner

SOMEWHAT PERSONAL

I want to know why James Melvin Lee wrote me recently that "Songs of the Craft" should be brought out in book form. Is it possible that anybody would want a bound collection of them? My general information isn't very encouraging to the favorable theory.

In fact, I've often wondered whether anybody ever reads 'em! . . . EDITOR & PUBLISHER prints 'em, and the printer and the proof reader and I read 'em; I even cut 'em out and paste 'em in a scrapbook. But does anybody else read 'em? (Mng. Ed. excepted; he reads 'em to avoid libel.)

If YOU read 'em do me a favor: Drop me a note care the *Baltimore Sun*. If you read 'em I'd like t' know yuh, Rara Avis! . . . Forgers of rhymes are less loved than fat men. . . . I'll send a nice autographed letter of appreciation to anyone who alleges the slightest interest in Craft Songs.—Henry Edward.

Does anybody read this stuff
That Henry Edward grinds?
Does thought from one go out to lodge
In any kindred minds?
The hammerer of forms of speech
Believes that readers need 'em;
But here's the fly stuck in the jam:
Does anybody read 'em?

Does anybody anywhere
Stick scissors in and clip 'em?
And are they worth the writing and
The two-cent stamps to ship 'em?
Or does the bard just kid himself
To fruitlessly endeavor?
Say, Fellow Craftsman, tell me, do
You read these verses—ever?

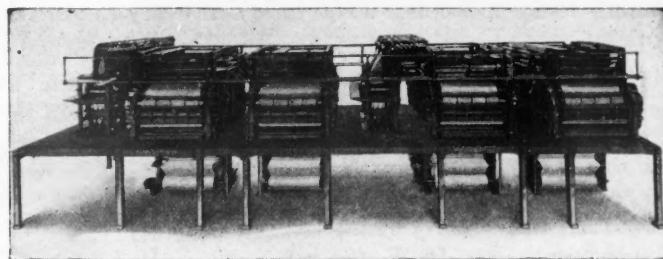
And shall we still explore the thrills
From type to presses lurking?
And shall we still sing crafty songs
To ease the pain of working?
Or shall we cut the tie that binds?
Let these lines be the testing
If we shall quit, and fill this space
With something interesting!

Daily Holds Golf Tournament

The *London (Ont.) Free Press* recently staged a golf tournament, open to persons associated with any advertisers in the paper.

Giffen to Rockford

Wallace A. Giffen, formerly of the *Milwaukee Sentinel*, has been made advertising manager of the *Rockford (Ill.) Register-Gazette*.



Mezzanine Type "Multi-Unit" Double-Octuple Press

Eight underfed units with four heavy duty 64-page folders—end folder style. Paper is fed from paper floor below the press floor, conserving space with access to the presses unobstructed. The most efficient pressroom layout is always assured by flexibility of—

Scott

"Multi-Unit" and "Straight-Unit" Presses

WALTER SCOTT & COMPANY

Main Office & Factory Plainfield, New Jersey, U. S. A.
New York Office 1457 Broadway
Chicago Office 1441 Monadnock Block
Cable Address: WALTSCOTT NEW YORK

In First Four Weeks Under New Ownership

Winston-Salem Journal

The seven day morning newspaper of Winston-Salem, N. C., added these new and exclusive features

Consolidated Press

David Lawrence
Robert T. Small
John B. Foster
Lawrence Perry
and other writers.

Three Famous Writers

Mark Sullivan
Dr. Frank Crane and
Edgar Guest

Two Continued Stories

"Limited Mail"
(Daily and Sunday)
"The Unholy Three"
(Sunday only)

Lecocq Cartoon Service

New Comic Strips

Briggs
Petey Dink
Glimericks

Seven Day Picture Page

Central Press

all these with our

Associated Press leased wire
N. E. A. Service and complete
features
Special Raleigh State Bureau
Special Washington Bureau
Staff of state correspondents
and complete city coverage

and A Full Page Comic strip daily

The Nebbs
Out Our Way
Salesman Sam
Our Boarding House
Boots and Her Buddies
Mom 'n Pop
Everett True
Mudd Center Folks
Freckles and His Friends
Jack Daws' Adventures

Combine to make the Winston-Salem Journal the complete Family Paper of North Carolina

Winston-Salem

admitted by any person acquainted with
North Carolina to be

Leader of North Carolina

In Industry—In Wealth—In Population

North Carolina

admitted by any person acquainted with the
"New South" to be

Leading the South

In Education—In Textile—In Good Roads

Keep your eye on { The Morning Journal and on Winston-Salem and on North Carolina

WINSTON-SALEM JOURNAL

Daily and Sunday—A. B. C.

Santford Martin, Editor—Owen Moon, Publisher—Wm. K. Hoyt, Manager

KELLY-SMITH COMPANY

Lytton Bldg., Chicago

National Advertising Representatives

Marbridge Bldg., N. Y. City

Little Bo-Peep on the Leased News Wires

[The Story of the Vanishing Sheep as It Would Be
Flashed to Telegraph Editors by The Associated Press]

By CHET JOHNSON

BULLETIN
LARAMIE, Wyo.—Little Bo-Peep has lost her sheep and don't know where to find them.

—703am—

BULLETIN
LARAMIE—(ADD BULLETIN)—Miss Bo-Peep said the sheep had been missing for several hours before she became alarmed.

—705am—

NEW YORK—(EARLY LEAD FINANCIAL)—Stock prices displayed a buoyant tone at (more)

—708am—

CORRECTION
EDITORS: In Laramie bulletin make it read, ". . . and DOES NOT know where to find, etc.," instead of "don't know where" as sent. SLANG.

The A. P.

—709am—

BULLETIN
LARAMIE—(ADD BO-PEEP)—The sheep, several in number, have for years been rated the finest of their breed in the country.

—711am—

CORRECTION
EDITORS: In last add Laramie make it read, ". . . finest of their breed in the country, ACCORDING TO LOCAL STOCKMEN."

The A. P.

—714am—

WASHINGTON—(FOLLOW BO-PEEP)—Upon being shown Associated Press dispatches of the disappearance of Little Bo-Peep's sheep, Senator Hiram Johnson issued the following statement: "This is but another example of the grave menace that confronts

KILL IT KILL IT

—718am—

BULLETIN
LARAMIE—(ADD BO-PEEP)—Search parties and posses, heavily armed, have been organized here and a determined hunt for the sheep is underway.

—722am—

MESSAGE TO LARAMIE CORRESPONDENT:

Watch Little Bo-Peep story closely and bulletin all developments. The A. P.

—724am—

NEW YORK—(EARLY LEAD FINANCIAL)—Stock prices displayed (More)

—726am—

BULLETIN
CHEYENNE, Wyo.—(FOLLOW LARAMIE)—For the first time in history a woman governor was asked to order out state troops today. A frantic appeal for militia was received at the capitol from Laramie where searching parties have been unable to find Little Bo-Peep's missing sheep. Governor Nellie Ross referred the request to the adjutant general and attorney general.

—733am—

BULLETIN
WASHINGTON—(FOLLOW LARAMIE)—Although a dignified silence was maintained at the White House in the absence of official notification of the disappearance of Little Bo-Peep's sheep, grave concern over the fate of the sheep is felt. While no statement has come from the executive, high officials close to President Coolidge said he was reading all Laramie dispatches with interest.

—739am—

BULLETIN
LARAMIE, Wyo.—(EARLY LEAD ALL BO-PEEP)—The most determined and extensive sheep hunt in the annals of this western state was under way today, with scores of heavily armed officers and citizens scouring the surrounding country and patrolling state highways in an effort to locate Little Bo-Peep's sheep, missing for several hours.

Sobbing that she did not know where to find them and fearing they might have been murdered, Little Bo-Peep sat on the doorstep of her home and awaited word of her sheep. Owing to the condition of roads in this vicinity, searching parties are having difficulty reaching outlying sections. This is the second time she has lost sheep, Little Bo-Peep said.

—745am—

CORRECTION
EDITORS: In last sentence lead all Laramie make it read, ". . . has lost SHEEP," not "lost sleep" as sent. Error in transmission. The A. P.

—746am—

NEW YORK—(EARLY LEAD FINANCIAL)—Stock prices displayed (More)

—749am—

NOTE TO EDITORS AND CORRESPONDENTS:

On account of crowded wire due to Little Bo-Peep story, keep all dispatches filed to 95 and bulletin only real important news developments in your territory. The A. P.

—755am—

CHEYENNE—(ADD BULLETIN, TROOPS REQUESTED)—State troops can not be ordered out to assist in locating lost sheep, according to a ruling by the attorney general. He said his decision was based upon the ruling of the State Supreme Court in the case of Bokus vs. Pokus, appealed in 1902 on the contention that

(More)

—803am—

BULLETIN
LARAMIE—(ADD LEAD ALL BO-PEEP)—Upon receipt of word that a sheep answering the description of one of Little Bo-Peep's had been seen wandering, apparently dazed, six miles east of here, a new posse, hastily organized, started for the scene.

—808am—

BULLETIN
LOS ANGELES—(FOLLOW LARAMIE)—Little Bo-Peep and her famous

sheep were in Los Angeles several months ago. They were to have been featured in several extra-super-special motion pictures filmed here, but the contract was cancelled before the first picture was completed. Miss Bo-Peep said the winter weather of Los Angeles was so warm that her sheep suffered and she was forced to take them to a cooler section.

—816am—

KILL
EDITORS: Kill Los Angeles bulletin just sent. ADVERTISING. The A. P.

—818am—

BULLETIN
LARAMIE—(ADD BO-PEEP)—The last posse to leave Laramie returned, tired and discouraged. What had been reported a sheep proved to be a white dog owned by a rancher.

—823am—

TO ALL MEMBERS THIS CIRCUIT:
Papers desiring to keep wire open after regular closing hours for late Bo-Peep developments may do so by paying operators direct and absorbing half of wire costs. The A. P.

—827am—

BULLETIN
BOISE, Ida.—(FOLLOW LARAMIE)—The disappearance of Little Bo-Peep's sheep near Laramie, Wyo., recalled to old timers here the blizzard of 1869, when thousands of sheep were

KILL IT KILL IT

—832am—

BULLETIN
LARAMIE, Wyo.—(NEW LEAD BO-PEEP)—Weary and disheartened, a score of posses today abandoned their search for the missing sheep of Little Bo-Peep, known through the west as the "Baby Sheep Queen."

—837am—

BULLETIN
LARAMIE—(ADD NEW LEAD BO-PEEP)—Several members of the posses expressed the belief that if the sheep were left alone they would return voluntarily.

—840am—

NEW YORK—(EARLY LEAD FINANCIAL)—Stock prices displayed a (More)

—843am—

FLASH FLASH FLASH
LITTLE BO-PEEP'S SHEEP SAFE.

—845am—

BULLETIN
LARAMIE, Wyo.—(SUB ALL BULLETINS AND MAKE NEW LEAD ALL BO-PEEP)—Left alone, Little Bo-Peep's sheep came home today, dragging their tails behind them.

—848am—

CORRECTION
EDITORS: In new lead all Bo-Peep make first sentence end, ". . . came home today." Eliminate "dragging their tails behind them." OBVIOUS and NON-ESSENTIAL.

Publishers Financial Bureau

Supplying

ROGER W. BABSON

[Weekly Statement on Business and Financial Situation]

"MEN & MARKETS"

[Daily Editorial Column on Practical Business Developments]

"FARMING & FINANCE"

[Weekly Editorial Column]

"THE BUSINESS WEATHER"

[Weekly Column]

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TYPE

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HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR
AMERICAN CUT-COST EQUIPMENT

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

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NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
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BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

Six Newspapers and Ten Million People



Ten million people live within the trading areas of the six cities covered by these newspapers: BOSTON AMERICAN, CHICAGO EVENING AMERICAN, DETROIT TIMES, ROCHESTER JOURNAL, SYRACUSE TELEGRAM AND WISCONSIN NEWS (Milwaukee).

Ten million people! Enough to permit any advertiser to accurately test the possibilities of a product designed for general distribution.

Boston, Chicago, Detroit, Rochester, Syracuse and Mil-

waukee represent six clean-cut markets. Each of them through the newspapers listed offer the ideal combination of buying power, concentrated population and intensive circulation coverage. As a COMBINED MARKET the field covered by this newspaper sextette is of itself of tremendous importance.

These six newspapers, used as a group or separately, offer advertisers pulling power that produces sales at a real profit.

Detailed information as to rates and circulation may be obtained by addressing the nearest office of the group.

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R. E. BOONE	H. A. KOEHLER	S. B. CHITTENDEN

BOSTON AMERICAN
CHICAGO EVENING AMERICAN
DETROIT TIMES

ROCHESTER JOURNAL
SYRACUSE TELEGRAM
WISCONSIN NEWS (MILWAUKEE)

Don't Let the Society and Feature Page Heads Run Up the Page Cost of Your Paper

SET THEM ON A

CONTINUOUS COMPOSITION LINOTYPE

RADIO WAVES SUCCEED OVER NORTHERN LIGHTS

Test Program Broadcast from Tip of Greenland Starts Faintly but Soon Swells Out for Over Two Hours Without Break; Heard in Chicago and Milwaukee

Aug. 3.—Reports of complete success in breaking through the flaming northern lights and broadcasting a radio program from the polar regions streamed into Chicago today from all over the world.

The MacMillan polar expedition at Etah, on the northern tip of Greenland, successfully cut through the auroral bands Saturday night and broadcast a test program. Hitherto all attempts to break through the celestial display had been unsuccessful.

The program was plainly heard in Chicago. Reports from Grand Forks and Milwaukee, indicated a perfect receipt that the British Isles had tuned in an instrumental music without a break.

When the tests started Saturday night the transmission was faint. Soon it swelled out and from then on the ether carried the program without a break. After an hour and a quarter of entertainment code messages from the MacMillan ship Peary were put on the air for three hours.

Some Good Programs This We

Tuning down to WEA to h Ward's talk, we caught the las ber of Miss Light's recital. Th a soprano voice that should ha at least averagely good, being by a very simply remedied fa singer blasted all her high no Ward's little chat on "Hokum dio" disclosed a diverting dry capped by a colloquial accent t

Women who scorn H Work Bring Disco

We know that the happy busy man. We know th in constructive labor does find an interest that never pa

LIBRARY WING NOW ASSURED

An increase in the levy for the public library will be formally passed tomorrow, assuring the erection of a \$35,000

HALF MILLION DOLLAR ART COMMUNITY PLAN

Painters' and Sculptors' Section of Artland Club Pushing Plans For One of Most Modern Clubs, and Greek Theatre in Central Location

The Painters' and Sculptors' section of the Artland Club, a newly organized fraternity of artists, writers, musicians and laymen, had charge of the June meeting of the Club held at the Maryland Club House Tuesday night. Works of many notable artists and sculptors of the state,

Miss Wills Wins First Match Here This Year

The straight-set victory of Miss Wills over her most dan-

Mrs. Bland to Greet Friends

Mrs. R. T. Bland, who returned to this city last evening after spending the summer abroad, will entertain her many friends at an informal dinner party at their Royalton street home next Wednesday evening.

Will Report on Trip

Mrs. Bland plans on taking part of the evening for a talk on her trip, she having been actively interested in the work of relief for the Belgian War Children. She was instrumental in raising funds for the expedition which she headed, and will confide in her friends before making her formal

SUGGESTED EQUIPMENT FOR MODEL 26

FIRST MAIN MAGAZINE	UPPER AUXILIARY
14 Point Cheltenham with Italic and Small Caps LINOTYPE composit 1234 <i>LINOTYPE composit VBCD</i>	24 Point Cheltenham LINOT 123
SECOND MAIN MAGAZINE	LOWER AUXILIARY
7 Point No. 2 with Condensed Title No. 3 LINOTYPE COMPOSES, justifies, 1234 LINOTYPE COMPOSES, justifies, 1234	20 Point Cheltenham LINOTYP 1234

SUGGESTED EQUIPMENT FOR MODEL 26

FIRST MAIN MAGAZINE	UPPER AUXILIARY
14 Pt. Caslon Old Face with Italic and Small Caps LINOTYPE composit 1234 <i>LINOTYPE composit VBCD</i>	24 Point Caslon Old Face Italic LINOTYPE
SECOND MAIN MAGAZINE	LOWER AUXILIARY
7 Point No. 2 with Gothic No. 3 LINOTYPE COMPOSES, justifi 1234 LINOTYPE COMPOSES, justifi 1234	24 Point Caslon Old Face Italic <i>composit 1234</i>

**CONTINUOUSLY COMPOSED—
CONTINUOUSLY DISTRIBUTED**

While the Model 26 is as fast as any machine on straight matter, it is particularly adapted to composition in which many different faces are employed with frequent changes, such as head-letter work.

TRADE **LINOTYPE** MARK



MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

EDITORIAL

PERSONAL ROMANCES

A YOUNG man, well-known to EDITOR & PUBLISHER, took a newspaper editorship a few weeks ago on a salary of \$30,000 per year, with a substantial bonus arrangement for increased circulation. We doubt if he is thirty years of age.

He did not ask for the job, but was implored to come and do it. Why? Because he knows more of that sort of journalism than any available man in the East. He is a student of a special type of news service. His mind buzzes with circulation-making ideas. He has made a study of common folk, knows what interests the work-a-day man and woman, and to them he makes his appeal. His formula might be summed up in one word, entertainment. To the ordinary newspaper man his product would be a nightmare. To him it is a systemized, logical business. He has few illusions.

A veteran newspaper advertising man called at EDITOR & PUBLISHER office this week, glorified by prosperity at a time of life when men need creature comforts. We have watched his struggles for a generation. He has clung to a good idea, lived with it in lean years and now it is rewarding him handsomely. He is a success.

A photographer was employed by a newspaper in Florida a few months ago. An excellent photographer, he took himself seriously and proposed that the city should value his press contribution. When he went to make pictures of a social gathering he dressed for the occasion, strapping his camera over an afternoon or evening coat. He drove in a handsome automobile. He passed through the front door, not the servant's entrance. He did his work with a flourish and commanded respect. He does not chase pictures now, they chase him. He is "that wonderful photographer."

A newspaper editor's stenographer invented a contest which brought in more than 50,000 letters from girl readers. He raised her pay to \$75 per week.

The press agent for a moving picture concern tells us that he "put 3,000 columns of bunk over on easy editors" to advertise a single picture and his employer gave him a \$4,000 bonus.

A New York advertising man, as a member of a board of directors of a concern manufacturing a household accessory, asked for an appropriation of \$700,000 for advertising and so outraged were other members of the board by this "spendthrift notion" that they suggested that the advertising man either resign or buy up the controlling stock. The latter course was his choice, and in less than ten years his fortune has grown to thirty times a million and last year his company spent \$1,250,000 for advertising.

A printer in a small town in New England took his wife's suggestion to earn some pin money by printing personal stationary and advertised in one Sunday newspaper a box of 100 sheets and envelopes for a dollar. Some 30,000 dollar bills rained down on him, swamping his tiny press. Of course, he could not fill the orders and the postal department investigated him for fraud. He appealed to the newspaper that had carried his advertisement and a representative called on him, deposited the orders in a bank, helped him set up an adequate plant and go ahead.

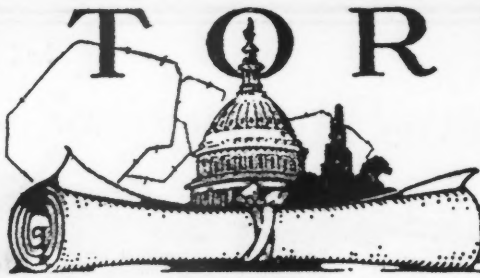
Some men succeed, some fail, some ride the rut for life. Few fail who intelligently and persistently specialize in useful fields.

Vacations all over, everyone fit—and one of the most promising seasons to do business and yield reader service in the history of the American press. Go to it!

FOOLING THE PUBLIC

IN magazine circles it is considered quite a joke that Alma Sioux Scarberry, employe of the *New York Mirror*, fooled some of the New York newspapers into printing mystery stories and her picture while she was playing the role of an amnesia victim to gain publicity for a novel by Elinor Glyn which the *Mirror* was to start publishing serially.

Naturally, the business rivals of the daily press make the most of a situation which reflects so seriously upon both the newspaper editors who planted the fake and those who fell for it. The real joke is on the public, deceived by men who are employed to tell the truth in print.



And let us not be weary in well doing; for in due season we shall reap, if we faint not. Galatians, VI; 9.

HOOVER'S IDEA GONE WRONG

DISCUSSING "excessive competition" Alvin E. Dodd, of the United States Chamber of Commerce, recently complained of the multiplicity of varieties and brands of merchandise and said that the manufacturer was resorting to "every trick of advertising to gain preference for his particular brand, although it differs in some insignificant detail from many other brands, the makers of which are also trying to get a larger share of the consumer's dollar."

The Department of Commerce has, we are informed, done some constructive work in causing manufacturers to eliminate perfectly useless varieties of products, but when it is suggested that there be standardization of competing manufactured goods, interfering with the natural rivalry of brands, very dangerous ground has been reached. We believe that Mr. Hoover would feel that his idea had gone wrong.

It is well enough for Mr. Dodd to make a sweeping general statement that manufacturers use tricks of advertising to gain preference for goods which are in no essential different from rival brands, but he would not want to particularize. We do not believe it is true that there is a very general tricking of the public by exaggerating the differences of brand goods. We believe that advertising claims, as a rule, are sincere and are based on actualities.

Mr. Dodd said that the creation of consumer demand for a large number of articles "puts a terrific burden on the retailer," as it costs more to handle and sell a large number of varieties than it does to sell a large number of one variety. His plea is for the retailer, to cut down his labor and his cost of distribution.

Of course, if we could come to the ultimate of standardization, it would be ideal for the retailer who would then sell but one type of biscuit, one design of calico, one shape of shoe, one type of hat, one cut of coat, one cigarette, one soap, one of everything.

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EDITOR & PUBLISHER
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Suite 1700 Times Building, 42d St. and B'way, N. Y.

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett Philip N. Schuyler

James Wright Brown, Publisher.
J. B. Keeney, Business Manager.
Charles B. Groomes, Advertising Manager.
James W. Brown, Jr., Promotion Manager.
George Strate, Circulation Manager.

Associated with The Advertising World of London.

Washington: J. Bart Campbell, Homer Building, Telephone Franklin 6636 or 4054.

St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building, Olive 117.

Chicago: L. B. Gilmore, Room 900, 30 North Dearborn St., Telephone Dearborn 5422.

Pacific Coast Office: Room 201, Sharon Building, 55 New Montgomery St., San Francisco, Calif. Telephone Douglas 5220. H. R. Drummond.

London: The Advertising World represents Editor & Publisher for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.

Paris: G. Langelaan, 47 Avenue de l'Opera, Paris.

Tokio: John R. Morris, Japan Advertiser.

Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy \$4 a year; foreign \$5; Canadian \$4.50.

He would not need to talk at all. He would not need to have any intelligence to buy. He would be a mere automaton, and unquestionably his costs of doing business would be reduced.

But what of the public? Merely to gain the objects of the new American efficiency, as expounded by the single-track minded economist, must we be reduced to standards of life which snuff out all the sparkle and snap and make every day and every experience a tedious humdrum of repetition?

The joy of living is worth paying for. There is joy in variety, innovation, new forms, new faces, changing style, novel taste, the endless variation of passing ideas and objects. No other people on earth have so much fun with materials as do Americans. By and large the people of other nations are drab and their material lives in grooves, as compared with our own. Variety may add a few cents to the cost, here and there, but it's jolly well worth it. The logical conclusion of Mr. Dodd's economy plea is absurd when applied to the spirit of the nation.

When an editor does not fear you and disturbs your graft, kick him into insensibility! It is the new law of the political jungles of New Mexico and Colorado.

MACMANUS' FRANK NOTE

IN a recent issue of EDITOR & PUBLISHER the fact was exposed that a press agent's "editorial," attacking certain state officials, had been sent broadcast to the press in behalf of the Chrysler Corporation. We were amazed that this grossly offensive political attack should have been circulated from the office of one of the ablest advertising agents in the United States, Theodore F. MacManus, known to us as a stickler for ethical performance. We believed that it was the work of some stupid understrapper in cynical disregard of established press principle, and we were in no wise mistaken, as the following candid letter from Theodore MacManus plainly indicates:

"TO EDITOR & PUBLISHER:

"On my return to the office after an absence of several weeks, I have been informed of the entirely justifiable rebuke administered to this Company by your publication.

"I have not seen your editorial nor read the publicity story which elicited it, but I want you to know that I am in thorough sympathy with the principle expressed, as it has been related to me.

"You may rest assured that the impertinence—or stupidity—will not be repeated.

"Sincerely,

"THEODORE MACMANUS.

"September 3, 1925, Detroit, Mich."

Pathex, Inc., makers of a vestpocket size moving picture camera, broke into a New York Sunday newspaper's rotogravure section twice using prominent actresses to demonstrate their product, which causes some to remark: "Why pay for what we can get for nothing?"

SLIPPING IT OVER

SOME of our publicity friends insist that they give the press valuable news service. This sometimes happens, but the stuff is invariably "suspect." The interest that pays is the interest that is served.

In a metropolitan newspaper recently we read a press agent's "news" item which illustrates the point. The Matson Navigation Co. announced through its publicity department that it would equip a new steamship with 300 Bibles and 400 hymnals, and with this simple fact to work upon the press agent delivered the following advertising items: Name of the ship; "largest" and "fastest" ever built in the United States; to run between San Francisco and Honolulu, starting in the Spring of 1927; has 274 staterooms; constructed at Cramps' Shipyard; "will make round trip between San Francisco and Honolulu in eight days, cutting four days from the time made by the swiftest passenger steamers now on the run."

The editor who passed the item into news columns does not know what advertising is.

PERSONALS

RALPH BOOTH, president of the Booth Newspapers of Michigan, with Mrs. Booth and their family returned to New York this week from a trip to the Continent. Mr. Booth went abroad primarily to search for old masterpieces for a Michigan art association of which he is an officer, and he brought back a number of purchases with him. It is understood that some time ago the board of directors of the Booth Newspapers voted an annual appropriation to be used at the discretion of Mr. Booth to collect works of art for decoration of the executive offices of the newspaper chain.

C. M. Palmer of Palmer, DeWitt & Palmer, newspaper brokers, and Mrs. Palmer sailed Sept. 4, on the Mauretania for a tour of Europe. They expect to make a motor trip through England and France. In London they will be joined by their son, Dean Palmer.

Karl Bickel, president of the United Press Associations is leaving Saturday, Sept. 12, on a two months' business and pleasure trip to South America.

Brig.-General Victor Odlum, editor and publisher of the *Vancouver Star*, has been appointed a minister without portfolio in the British Columbia government.

Charles F. Scott, editor of the *Iola* (Kan.) *Register*, and Mrs. Scott, who have been on a tour of the Orient since last spring returned home last week. They visited a son who is a teacher in a college in Shanghai, while on their tour.

D. E. Mellor, editor of the *Moorehead* (Ia.) *Register*, is in the Lutheran hospital, Sioux City, as the result of a nervous breakdown.

IN THE BUSINESS OFFICE

TOM HECKER, advertising manager of the *Denver* (Col.) *News and Times* visited New York this week.

Herbert Felkel, vice-president, and general manager of the *St. Augustine* (Fla.) *Record*, plans to be in New York the week of Sept. 14.

A. G. Bixby, national advertising manager of the *Seattle Times*, is visiting in New York.

Oliver S. Annable has joined the advertising staff of the *Christian Science Monitor's* New York Office. He has recently been New York district sales manager of the Fowler Shirt Company.

George E. Lee has joined the advertising staff of the *Sioux City* (Ia.) *Journal* after seven years on the *Sae City* (Ia.) *Sun* and for some years publisher of the *Woodward* (Ia.) *Enterprise*.

Edwin Wilson, formerly in the display department of the *San Bernardino* (Cal.) *Sun* has joined the *Fontana* (Cal.) *Herald* as advertising manager. His daughter, Miss Lorene Wilson, will be associated with him.

John Eads has resigned as assistant advertising manager of the *Fort Madison* (Ia.) *Evening Democrat* to become advertising manager of the *Pekin* (Ill.) *Daily Times*. A. D. Masters succeeds him.

IN THE EDITORIAL ROOMS

JULIAN S. MASON, managing editor of the *New York Herald Tribune*, returned Sept. 1, from a month's vacation in Maine.

Edith Huntington of the *New York Herald Tribune* has returned from Maine, where she spent her vacation.

George Gorman, assistant city editor of the *Montreal Star* has returned to the Pacific coast as city editor of the *Vancouver Star*.

Tony Muto has joined the staff of the *New York World*.

Richard Watts, jr., of the dramatic department of the *New York Herald Tribune* has returned from a vacation in Bermuda. Mr. Watts was accompanied on the trip by Floyd Taylor of the rewrite staff.

Ray Blank has left the editorial department of the *Des Moines Evening Tribune-News*, to return to the University of Iowa.

Frank Y. Grayson, copy reader and feature writer of the *Cincinnati Times-Star*, has been appointed baseball and sport editor to succeed William A. "Pop" Phelon who died recently.

Joseph Schreck of the *Wall Street Journal* staff has returned from a motor trip to the Thousand Islands. He is also correspondent for the *Yorkville Home News* and *Sunday American*.

Kay Phelps, secretary to Julian S. Mason, managing editor of the *New York Herald Tribune*, has returned from a six weeks' tour of London and Paris. Accompanying Miss Phelps was Emma Bugbee, of the reportorial staff.

Charles Ross Kam, formerly editor of the *Wildwood* (N. J.) *Leader*, is now associate editor of the *Atlantic City* (N. J.) *Ventnor News*.

Charlotte Ornstein, secretary to Dwight S. Perrin, city editor of the *New York Herald Tribune*, recently returned from a three months' tour of Europe.

Harris Samonisky, assistant city editor of the *Wilmington* (Del.) *Every Evening*, has been spending his vacation in New York City.

E. J. Ranson of New York has joined the news staff of the *Wilmington* (Del.) *Every Evening*.

Arthur C. Davis, news editor of the *Wilmington* (Del.) *Evening Journal*, has returned from his vacation spent at Wildwood, N. J.

Robert W. Horton, formerly of the city staff of the *Springfield* (Mass.) *Republican*, has resigned to free-lance in Boston.

John D. Allen, who worked during the summer on the *Baltimore Evening Sun*, and Dudley H. Taylor, who worked on the *Atlanta Georgian*, have returned to the Henry W. Grady School of Journalism, University of Georgia, where they are seniors.

J. K. Matheson, formerly city hall reporter of the *Vancouver Province*, has been appointed manager of the Vancouver exhibition association.

Miss Rena E. Katz has been named social editor of the *Atlantic City* (N. J.) *Ventnor News*.

O. F. Brothers, formerly of the press gallery at Ottawa, has joined the staff of the *Vancouver Star* as associate editor.

Ed C. Prell, sports editor of the *Salina* (Kan.) *Daily Union*, has resigned to enter college.

Miss Lottie Byers, manager of the *Geneseo* (Kan.) *Journal* has been made editor of the paper succeeding Zene Spurrier.

Kenneth C. Drury, financial editor of the *Victoria* (B. C.) *Times*, has returned from a business trip to Chicago.

A. R. Dingman, sports editor of the *Vancouver Province*, went east to witness the Davis Cup elimination tennis matches in Montreal.

S. D. Scott, telegraph editor of the *Vancouver Province*, has returned from a holiday in the Rocky Mountains.

Jerome Eberts, political writer of the *Victoria* (B. C.) *Colonist*, is back from a two months' tour of the new goldfield in the Cassiar country.

William E. Ashbolt, *Cleveland Times*, J. E. Doyle, *Cleveland Press*, Ferdinand Goodfellow, *Cleveland News*, were staff correspondents who covered the Shenandoah tragedy near Ava, O., last week.

Miss Esther Bush, graduate of the Henry W. Grady School of Journalism, University of Georgia, has joined the staff of the *Atlanta Georgian*.

E. L. Vollers, city editor of the *Fort Madison* (Ia.) *Evening Democrat* has returned to the University of Iowa law college. Jack W. Brown of the *Lincoln* (Neb.) *Star* staff succeeds him. Dick Slack, sports editor, has returned to school and his place has been filled by M. J. Dew-Brittain.

Donald M. Macaulay, for six years a reporter on the *Springfield* (Mass.)

FOLKS WORTH KNOWING

JOHN L. NAYLOR, new advertising manager of the *Indianapolis Times*, a Scripps-Howard newspaper, has had eight years advertising experience in newspapers and also in the agency field.



JOHN L. NAYLOR

His first newspaper work was in 1907, when he started his business career in the advertising department of the *Marion* (Ind.) *Daily Chronicle*. Subsequently, he was appointed advertising manager of the *Lexington* (Ky.) *Herald*.

Prior to joining the staff of the *Times*, he was connected with the business department of one other Scripps-Howard newspaper, the *Cincinnati Post*. He was promoted to his present position in August of this year.

For a while he was associated with the Millis Advertising Company, an advertising agency with headquarters in Indianapolis.

Union, has been appointed an assistant city solicitor.

George Davis, literary and dramatic critic of the *Cleveland Press*, has returned to work after a brief vacation.

John Lewiss Shissler, literary editor of the *Cleveland Times*, together with Mrs. Shissler, are home from a two weeks' automobile tour through the East.

Ernie L. Meyers, managing editor of the *Madison* (Wis.) *Capital Times*, has returned from a two months' "hitch-hike" through the West.

Guy T. Rockwell, financial editor, *Cleveland Plain Dealer*, is back at his desk after a two weeks' vacation.

Ernest M. Margulies of the reportorial staff, *Cleveland Times*, has ended a two weeks' vacation.

HOLDING NEW POSTS

EDWIN KAIN, from news staff, *Cleveland Times*, to *Cleveland News* reportorial staff.

D. A. Hallman, from *San Antonio Evening News* reportorial staff, to *Austin Statesman*.

Mort Sontimer, from *Atlantic City* (N. J.) *Ventnor News*, to staff, *Philadelphia* (Pa.) *Inquirer*.

John Culnan, from *Marquette* (Wis.) *Eagle Star*, to staff, *Madison* (Wis.) *Capital Times*.

Fred Hicks, from news staff, *Minneapolis* (Minn.) *Tribune*, to advertising manager, *Parsons* (Kan.) *Daily Republican*.

Miss Gladys Calvert Stoude, from social editor, *Atlantic City* (N. J.) *Mirror* to fashion critic, *New York Mirror*.

CHANGES OF OWNERSHIP

WILL C. CARSON, publisher of the *Greenville* (Ill.) *Advocate*, semi-weekly, recently purchased the *Greenville Item* and consolidated the two papers under the *Advocate* masthead.

Jamestown (N. D.) *Alert* and *Stutsman County Citizen* have been purchased by B. G. Hansen in partnership with his brother, and combined as the *Jamestown Sun*.

Oshawa (Ont.) *Reformer* has been sold to the Munday Printing Company, Ltd.

John M. Fisch, formerly with the *Sigourney* (Ia.) *News*, has bought the *Shellsburg* (Ia.) *Advance* from C. L. Pickham and Fred Wilson.

Waupun (Wis.) *News* has been purchased by George W. Greene, publisher of the *Waupun Leader*. The *News*, which has been running as a tri-weekly since April will be changed back to a weekly.

Ray Coyle has purchased the interests of his partner, H. R. Howell in the *Alta* (Ia.) *Advertiser* and will take over the entire plant Sept. 10.

Len C. Warren, who recently bought the *Menard* (Tex.) *Messenger*, has sold the *Bertram* (Tex.) *Enterprise* to Oliver Cox of Lake Victor.

Frank R. Haines of Minneapolis has bought the *Crystal* (N. D.) *Call*, and taken charge.

H. T. Stodard, son of C. A. Stodard, of Burlingame, Kan., with his father has purchased the *Burlingame* (Kan.) *Enterprise-Chronicle* from Ed Riddle.

W. E. Wagener, owner of the *Fillmore* (Cal.) *Herald*, has leased his paper to Robert E. Smith, Los Angeles newspaper man. Col. William Hamilton Miller, editor of the *Herald* for the past six years, has joined Leo A. Smith's *Santa Paula* (Cal.) *Chronicle*.

Harold Knutson, member of Congress for the Sixth Minnesota district, has re-entered the newspaper business with the purchase of the *Wadena Pioneer Journal* from the estate of the late William Variety. During the absence of Mr. Knutson, H. E. Bowen will be editor-manager.

Courtland (N. Y.) *Standard*, evening newspaper, recently purchased from the estate of the late L. D. Blanchard the *Cincinnati* (N. Y.) *Times* and will operate it as a separate paper.

Sale of the *Luling* (Tex.) *Signal* to D. H. Reeves of San Marcos, Tex., has been announced. L. H. Bridges retires as editor and manager.

D. H. Reeves, formerly of the *San Marcos* (Tex.) *Record*, has acquired the *Luling* (Tex.) *Signal* from L. H. Bridges, son of J. P. Bridges, who founded the *Signal* in 1878.

An Extraordinary Engraving Service

NEWSPAPERS that use the Central Press Association's complete and exclusive illustrated daily news feature service have the advantage of obtaining low commercial rates from our engraving department.

An advantageous feature of this arrangement is that there is **NO EXTRA CHARGE FOR ART WORK**. The same skilled men who prepare the layouts for the Central Press daily service handle the commercial engraving work, insuring highest quality.

Our engraving department is doing work for newspapers from coast to coast. Write today for samples and prices.

The Central Press Association

V. V. McNITT President Central Press Bldg. Cleveland H. A. McNITT Manager

P. S.—We produce the World's Best Picture Page.

NEW PLANTS AND EQUIPMENT

INGLEWOOD (Cal.) DAILY NEWS has installed a new Cox-O-Type press and have enlarged the paper to seven columns.

Clinton (Ia.) *Herald* this week began work on the addition of a new floor to its plant, covering an area 45 x 60 in the rear of the building, which will make possible the replacement of three old linotypes and the installation of a fourth machine. Composing, advertising and editorial rooms will be enlarged.

Two new Polland-Alling mailing machines and two new Ludlows have been installed by the *Des Moines Register and Tribune-News*.

O. B. Davis, owner and editor of the *Mansfield (Mo.) Mirror* is building a new plant.

With recently installed modern equipment and remodeled plant, the *Tyler (Tex.) Daily Courier-Times* on Sept. 1 celebrated its 28th birthday. The paper is owned by the T. B. Butler estate, D. J. Hanks and H. A. McDougal, with the latter as editor.

Cocoa (Fla.) Tribune, Mrs. C. H. Holderman, publisher, has purchased a new Model A Duplex Flat Bed press for immediate installation. The *Daytona (Fla.) Journal*, A. C. Sparkman, editor, has purchased a Duplex Tubular of 16-page capacity. The *Sayre (Pa.) Times*, Frank E. Wood, editor, has purchased for immediate installation a 16-page Tubular press.

WITH THE SPECIALS

CHARLES J. COLE, Jr., for several years with the George Batten Company, has joined the New York staff of Charles H. Eddy Company, newspaper representatives.

Cone, Hunton & Woodman, Inc., has been appointed publisher's representative, United States and Canada, for the *Anderson (S. C.) Independent & Tribune*.

S. C. Beckwith Special Agency, New York, has been appointed to represent the *Uniontown (Pa.) News-Standard*.

Thomas F. Clark Company, Inc., New York, publishers' representatives, have been appointed to represent the *Dubois (Pa.) Daily Express* and the *Cleburne (Tex.) Daily Times*.

SPECIAL EDITIONS

LYNBROOK (N. Y.) NEW ERA, 44-page Greater Lynbrook edition, Sept. 1.

Osaka (Japan) Asahi, 110-page special over-seas supplement in English, bound in book form with newspaper-size pages; color cover and rotogravure section.

Marshfield (Wis.) Daily News, Central Wisconsin State Fair issue, Sept. 1.

Sioux City (Ia.) Journal, 24-page edition, Sept. 2, devoted to the Trade Excursionists leaving on their annual booster trip.

Keokuk (Ia.) Daily Gate City, 60-page edition for Elks' Lodge Frolics, Aug. 31.

MARRIED

CAPT. E. WALTON OPIE, advertising manager of the *Staunton (Va.) Leader and News Leader* to Miss Elizabeth Holmes Kerr, of Staunton, Sept. 12, in Trinity Episcopal church.

Richard C. Wilson, bureau manager for the United Press in Lincoln, Neb., to Miss Madeline Bradley, formerly society editor, *Oklahoma City Daily News*.

Miss Marguerite Reid, owner of the *Fayette (Mo.) Advertiser*, to Major William Glen Johnston last week.

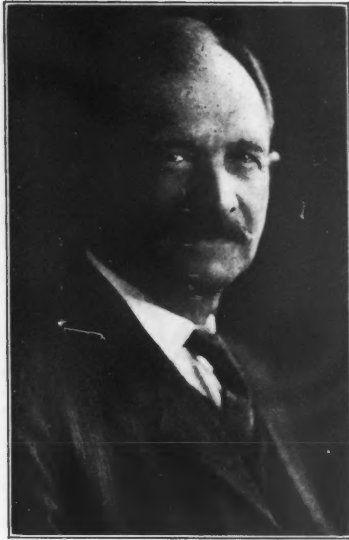
ASSOCIATIONS

GUY V. PETTIT of the *Reynolds (Ill.) Press* was elected president of the **Military Tract Press Association** at the annual meeting at Aledo, Ill., Sept. 4. Fifty editors attended. W. R. Grant of Keithsburg was elected vice-president and F. S. Fullerton, Orion, secretary.

Newspaper editors of British Colum-

CIRCULATION PROGRESS

"First of All a System," Says Hetrick, Altoona (Pa.) Mirror



F. M. Hetrick

"FIRST of all a system," began F. M. Hetrick, circulation manager of the *Altoona (Pa.) Mirror*, when requested for his ideas on circulation building. He said it in capital letters.

"This means," he continued in explanation, "that you must obtain full co-operation with your editor for a set starting time and get your papers to your carriers at a fixed regular time every day.

"But you must stay with your system. Keep it accurate. Don't expect it to take care of itself. And, I assure you that you will have few complaints," he said.

Other circulation rules were summed up by the Mirror man as follows:

"Treat all patrons, carriers, and agents with courtesy.

"Be firm, not tyrannical, in regard to rules you have in force.

"Never use premiums, but always insist on prompt and best service.

"My motto has always been never try to pull circulation along. Get behind and push it."

bia and Alberta dailies held their annual convention with the members of the **Yukon Press Association**, at Edmonton, Alta., recently. Premier Greenfield and John M. Imrie, managing director of the *Edmonton Journal*, spoke.

Pine County (Minn.) Editorial Association held a get-together meeting and outing at Pine lake, Sandstone, Sept. 1.

Postal Receipts Gain

Postal receipts for August 1925, at the 50 selected offices, were 11.26 per cent higher than for August 1924, according to figures issued by the Post Office Department this week. Total receipts for August at these offices were \$25,084,541.30 as compared with \$22,545,277.44, a gain of \$2,539,263.86. Jacksonville, Fla., led the list in percentage of gain with 33.85 per cent. Richmond, Va., was second with an increase of 27.21 per cent. Fort Worth, Tex., third with 25.55 per cent. Detroit, Mich., fourth with 20.54 per cent and Baltimore, Md., fifth with 20.16 per cent.

Gibbs Heads Speakers Bureau

Edward D. Gibbs, advertising director of the National Cash Register Company, Dayton, and a former president of the Associated Advertising Clubs of the World, has been appointed chairman of the Speakers Bureau Committee of the Association. C. K. Woodbridge, New York, president, has announced. Mr. Gibbs succeeds George W. Hopkins, of New York and Miami, who was chosen to head the Committee on Constitution and By-Laws.

HIS FIRST NOVEL

McCready Huston, South Bend Tribune, Author of "Hullings' Quest"

McCready Huston, associate editor, *South Bend Daily Tribune*, has done what many newspaper men dream about—written his first novel, "Hullings' Quest," published by Scribner's, New York.

Mr. Huston is a native of Brownsville, Pa., and is in his early thirties. He has been school teacher and newspaper man, enjoying newspaper work so thoroughly he continues to follow it and probably always will. He went to the *South Bend Tribune* 6 years ago from the *Pittsburgh Gazette-Times* where he was on the editorial staff.

Mr. Huston's literary work previous to this first novel has been devoted to short stories, among them "His," "Shingle Bob" and "Dottie." His fiction writing is done largely in his home.

It was inevitable, as soon as the news became known that the price of rubber was to advance. In London, the cable says, the women now are wearing two pairs of garters.—F. P. A. in *New York World*.



McCREADY HUSTON

FLASHES

The "enlightened" nations are determined to convert China—to their uses.—*Cleveland Times*.

Even if no automobile has ever butted a train off a track, we will say for them that they are always trying hard and never appear to be discouraged.—*Nashville Banner*.

The war in Morocco seems to be one to make Africa safe for Europeans.—*Pittsburgh Gazette-Times*.

We would like to see a golfer who made a hole in one meet a woman who held a perfect bridge hand.—*Columbia Record*.

Our guess is that Spanish co-operation in Morocco will consist largely in saying: "Atta boy."—*Baltimore Sun*.

Sisyphus kept rolling the rock uphill. "Anyway," said he, "this beats trying to find news at Swampscott."—*San Francisco Chronicle*.

Perhaps Henry Ford is going to abolish milk as he abolished history and abolished war.—*Louisville Courier-Journal*.

When money talks too much it tells a lot of secrets.—*Columbia Record*.

Truth was the first bomb.—*Cleveland Times*.

The Church Needs Promoting

It Has a Tremendous Responsibility:

"More than four million farm children in America are virtual pagans,—children without knowledge of God, and are developing tendencies which we, from the supposed tower of our superiority, have decried in other lands and less enlightened times."

It took a churchman to find that out.

Only those who attend church are alive to the service the church is rendering to humanity. Why? Because the church has been too busy serving to talk about it!

A little push from the newspaper will start the church advertising ball a-rolling, for the church has more to talk about and more to sell than any other institution or business in the world.

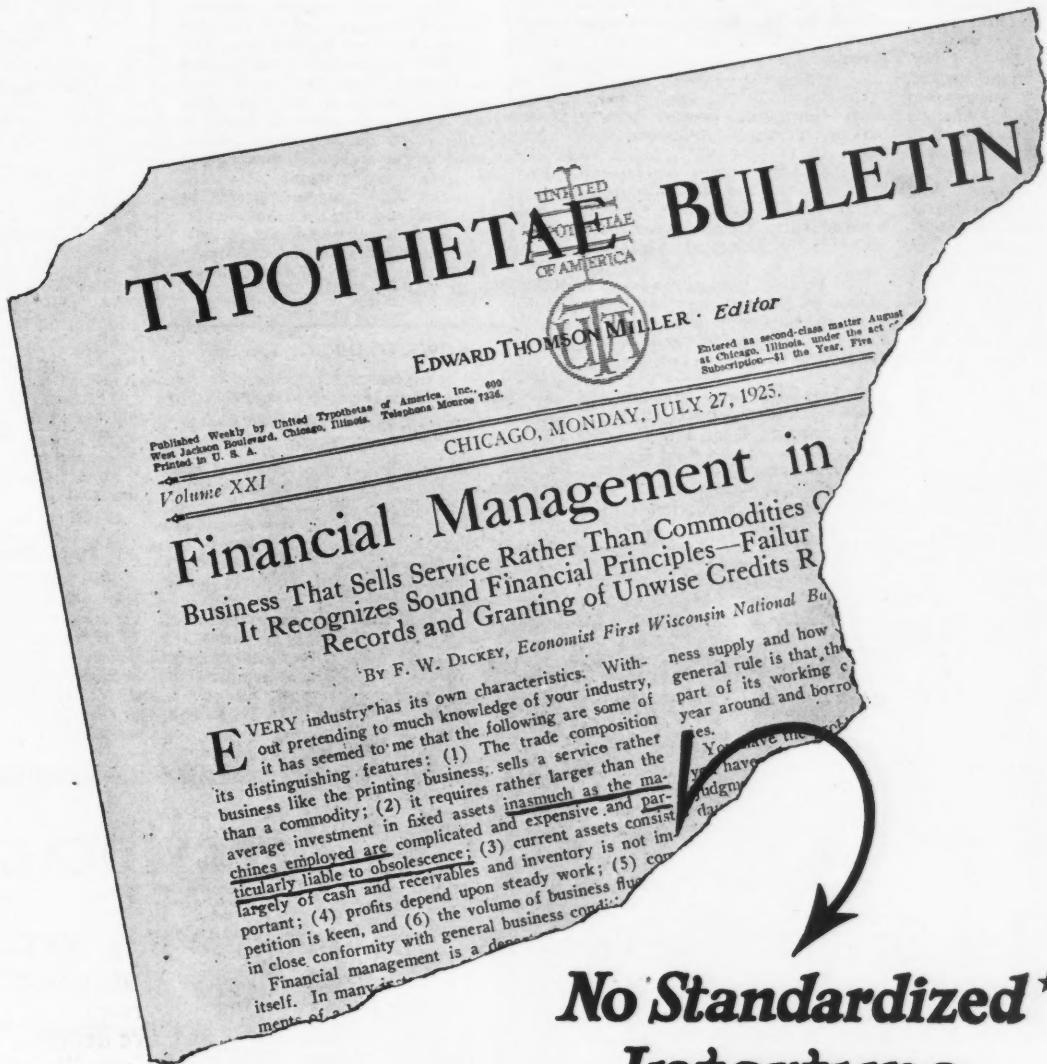
We will help you start a church page in your paper, that will be a net gain in every way. Write us for copy and plans.

Church Advertising Department

Associated Advertising Clubs

383 Madison Avenue
New York, N. Y.





No Standardized* Intertype Has Ever Become Obsolete



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Unit-built Standardization with universal Interchangeability of parts is the most important single development in slug-casting composing machines that has taken place within the last thirty years.

Write today for literature.

WHAT'S WHAT IN THE FEATURE FIELD

**Christy Walsh Wins Suit—Football Features Now on the Market—
A. N. S. Governors to Meet Sept. 25—Eaton Joins
Underwood & Underwood**

FOLLOWING an injunction granted the Christy Walsh Syndicate, New York, by Judge William Brothers in Superior Court, Chicago, restraining the Audio Service from syndicating any material bearing the name of Knute Rockne, football coach, an agreement was reached between the two syndicates, whereby Audio Service may sell their feature to Christy Walsh clients, but not to any other opposition newspaper.

Christy Walsh has a contract with Knute Rockne giving his syndicate the exclusive rights to the football coach's name or articles for newspapers. The Audio Service, a Chicago syndicate, is offering a feature called "Visual Football," made up of photographs posed by Rockne and some of his star players.

According to the concession granted by Mr. Walsh to Leo and William Fisher, owners of Audio Service, after the injunction was obtained, "Visual Football" when published, must, in addition to the copyright line, carry this notice: "Published by permission of the Christy Walsh Syndicate."

"Lawsuits at best are distasteful, troublesome, and expensive," Mr. Walsh said to **EDITOR & PUBLISHER**. "I went into this suit prepared, as Mr. Rockne had already said, to fight to the limit of my pocketbook. I also entered this suit to protect my own interests and reputation. The suit cost me considerable money, in addition to the time I wasted going to Chicago, but I feel fully repaid."

Having arranged a contract between Her Majesty Queen Marie of Roumania and the Famous Features Syndicate of New York, Zoe Beckley, noted feature writer, and member of the syndicate's staff, returned to New York from abroad this week on the *S. S. France*. Queen Marie's articles, under the title "Queen's Counsel," are to appear daily for a year beginning Oct. 12.

J. N. "Ding" Darling, noted cartoonist of the *New York Herald Tribune* Syndicate, who has been forced to discontinue work due to illness, will probably be back at work again by Jan. 1. In a letter to Harry Staton, syndicate manager, he said he feels as well as ever but is refraining from active work on the advice of physicians.

Frank A. Eaton, has resigned from the staff of the *New York Herald Tribune*, after nine years as Sunday rotogravure and daily picture editor, to become manager of the news picture division of Underwood & Underwood, Inc., of New York.

Mr. Eaton was previously chief of the copy and art department of Hanff-Metzger, Inc., New York, before which he was in the advertising department of the *Philadelphia North American*, *Bulletin* and *Record*.

Underwood & Underwood, Inc., is increasing its news picture division with added representatives both in this country and abroad.

Bell Syndicate, Inc., New York, announces that William ("Bill") Roper head coach of Princeton's football team, will write three football articles a week this season, one forecasting game results, another dealing with actual play illustrated by diagrams, and the third on football in general. He will also write telegraphic reports on five big games, including Yale-Harvard, Army-Navy, Pennsylvania-Cornell, and Yale-Army.

The first meeting of the board of governors of the Association of Newspaper Syndicates will be held in New York, Sept. 25, H. H. McClure, secretary, announced this week. Membership applications will be considered on that date, he said.

"Forty-two Trick Plays," a football feature by Major Ernest Graves is offered by the International Syndicate, starting Sept. 14. It is scheduled to run seven weeks.

H. R. F. White, sales manager for Arco Newspaper Feature and Fiction Service, Irving, N. J., announces the addition to the list of Arco offerings a series of boys' stories by Henrique R. Frances, under the title "The Adventures of Prickles." The same syndicate has engaged Glen Emmons to write special editorials for individual clients.

Will H. Dilg, head of the Isaac Walton League of America, who has been syndicating his articles on outdoor life has sold his rights to the McNaught Newspaper Syndicate.

Herbert Houston, president of the Cosmos Newspaper Syndicate, New York, returned from a trip abroad this week.

Russell J. Birdwell, of Los Angeles, is author of a feature article telling the story of forgotten movie stars, many of whom are now in poverty, distributed by NEA Service, Inc., Cleveland.

V. V. McNitt, president of the McNaught Syndicate, Inc., New York, has returned to his office from a vacation spent at his summer home near Palmer, Mass. F. J. Murphy, treasurer of the same syndicate, also returned this week from a vacation spent at Boston, Mass.

Ellison Hoover, cartoonist, who recently contracted to draw a series of cartoons for the United Features Syndicate, New York, returned to this country this week from a Continental trip.

Will Rogers, who in addition to acting writes feature articles for the McNaught Syndicate, Inc., will start on a lecture trip early in October. He has been booked to appear in more than 100 cities.

Journalists Hunt "Trained Seals"

The London Institute of Journalists is considering bringing a test case against a certain newspaper publishing an article under the name of a prominent person by whom it was not written. By conducting the prosecution on the charge of obtaining money under false pretenses the institute hopes to assure the public that in the future signed articles will be authorized as they come from the pens of celebrities or the "trained seals."

Chicago Ad Man Honored

D. E. Northam, for the past 24 years in the advertising business in Chicago, was the guest of honor this week at a luncheon given at the Illinois Athletic Club. Mr. Northam has resigned his position with Benjamin-Kentnor, newspaper representatives, to become manager of the West Coast of Florida for the *Jacksonville* (Fla.) *Times-Union*, with offices in Tampa. Mr. Northam was presented with a traveling bag as a gift from his friends present.

Large Directing Journalism Course

Rex Large, formerly of the *New York Times* and now associate managing editor of the *Des Moines Register*, has been named director of journalism at Drake University, Des Moines. He will devote only one hour a day to teaching journalism and giving lectures. He will continue with the Register.

Simile for the day: As lonesome as a horsefly.—*Milwaukee Journal*.

BOSTON NEWSBOY TO ENTER HARVARD

IRVING COLPACK, awarded the annual Boston Newsboys' Scholarship, founded in 1906 by the Boston Newsboys' Protective Union, will enter Harvard College as a Freshman this fall. He commented on his success as follows: "The route, which numbers about 400 Sunday and 200 morning papers, has been handed down like the 'Old Toothbrush' from brother to brother during the last 12 years until at length it has come into my hands. At times I found it difficult to do my home lessons until ten at night and then rise at five in the morning to push through snow covered streets in the cold and darkness, but on the whole I have found my experiences delivering newspapers highly beneficial to me morally, physically and financially."

ROWE TO DIRECT PAPERS

Named Manager of Fredericksburg (Va.) Daily Star and Free Lance Free Lance

Josiah P. Rowe, Jr., has been made manager of the Free Lance-Star Publishing Company, Fredericksburg, Va., publishers of the *Free Lance*, tri-weekly, and the *Daily Star*, evening newspaper, succeeding his uncle, the late A. P. Rowe, who managed the papers for a number of years.

Mr. Rowe will have associated with him in the office Chester B. Goolrick and Eugene C. Ninde, Jr., both experienced newspaper men, who have been with the company for several years. George L. Hunter, Jr., will be added to the force as book-keeper.

WOARE HEADS MONTANA PRESS

Editor of Chester Reporter Elected President at Annual Meet

H. O. Woare, editor of the *Chester* (Mont.) *Reporter*, was named president of the Montana Press Association at the recent annual convention held at Livingston in Yellowstone Park, Aug. 27 to 30.

M. J. Hutchens, editor of the *Missoula Missoulian*, was elected first vice-president; Joseph Gehrett, editor, *Laurel Outlook*, second vice-president; Charles H. Draper, third vice-president; and S. E. Peterson, of Great Falls, re-elected secretary. He is now serving his 14th consecutive year in that office.

Billings was chosen for the 1926 convention.

In his annual address, O. S. Warden, of Great Falls, retiring president, told delegates that the Golden Rule was doubtless the best and simplest code for newspaper makers in attaining the high standard generally sought and in obtaining and holding the confidence of the public. Dean A. L. Stone, reporting on the University of Montana School of Journalism, Missoula, stated that the school last year reached the peak in enrollment with 247 students registered.

The business sessions were held at Livingston Aug. 27, addresses being made by Gov. J. E. Erickson and Congressman Scott Leavitt.

Motor trips featured the entertainment program.

Waco Club Joins A. A. C. W.

The Advertising Club of Waco, Tex., has just become affiliated with the Associated Advertising Clubs of the World. L. M. Coyne, advertising manager of the Goldstein-Migel Department Store, has been elected president of the new club, which has 31 members. DeWitt Morgan, of the Waco Advertising Company, is secretary.

Trade Mark **FLEXIDEAL** Reg. U S Pat. Off

**THE IMPORTED DRY MAT
OF SUPERIOR QUALITY**

Write for Free Samples

FLEXIDEAL COMPANY, Inc.

15 WILLIAM STREET NEW YORK CITY

"The Greatest Football Play I Ever Saw"

Series of 24 Daily Articles

By Famous Coaches, Players and Officials



ED. GARBISCH

Each article illustrated with half-column cut of the author.

Among those who contribute thrilling stories to this series of stirring plays are:

"BILL" ROPER, (Princeton Coach)
ANDY SMITH (California Coach)
WALTER ECKERSALL (Noted official and critic)
ED GARBISCH (All-American center)
J. W. HEISMAN (ex-coach of Penn. now at Rice Institute)
JOHN WEIBEL (Guard of 1924 Notre Dame champions)
FIELDING YOST (Michigan coach)
WALTER STEFFENS (All-American quarter)
ROBERT ZUPPKE (Illinois coach)

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.

WITH THE GENERAL ADVERTISERS

Activity Reported Among Radio Manufacturers, But Query Is Raised: Are Newspapers to Be Left "Holding the Bag"—George Hopkins Handling Sales for Coral Cables Corporation

CONSIDERABLE activity is reported among advertisers of radio products—activity, and, so far, nothing much else, according to a group of New York publishers' representatives interviewed by EDITOR & PUBLISHER this week.

These representatives say that agencies handling accounts of radio manufacturers are making inquiries relative to newspaper markets and rates, but that actual schedules are slow in developing. Plenty of requests are being made for free space, with surprisingly slight indications of use of the advertising columns in legitimate fashion for this time of year. Articles in the radio trade press antedating tell of the magazine space contracted for, and only mention use of newspapers incidentally.

Atwater Kent Radio Manufacturing Company, as mentioned elsewhere in this issue, are using newspapers on a wider scale than last year. Magazine space on this account, the representatives point out, has been correspondingly increased. King Quality and Radio Corporation of America are also newspaper users. On the other hand, Music Master of Philadelphia, is turning almost exclusively to magazines.

In the trade press the Zenith Radio Corporation of Chicago makes the statement:

"Beginning with the September issue, Zenith will be featured in full page advertisements in the following publications: *Saturday Evening Post*, *Country Gentleman*, *Review of Reviews*, *Literary Digest*, *Scribners Magazine*, *Atlantic Monthly*, *World's Work*, *Harper's Magazine*, *House Beautiful*, *National Geographic Magazine*, *Country Life in America*, *The Spur*, *Radio*, *Radio Age*, and *Radio News*."

In the same trade paper there is a write-up of the "New Kolster Radio Line," manufactured by the Federal Telegraph Company of California, and containing the announcement:

"To stimulate consumer demand, an extensive advertising campaign has been planned which includes six double page spreads for the *Saturday Evening Post*, the first of which is to appear Sept. 12. The remaining five will be used before the close of the year."

George W. Hopkins, widely known among general advertisers, is now vice-president in charge of sales of the Coral Cables Corporation, Coral Cables, Fla. Most recently he was vice-president and director of the Charles W. Hoyt Company, Inc., New York. He has been associated at various times as vice-president in charge of advertising with the Johnson Educator Food Company, Loose-Wiles Biscuit Company, and American Cicle Company. He was one of the organizers and the first president of the American Society of Sales Executives.

E. J. Craine of the Eagle Radio Company, Newark, N. J., informs EDITOR & PUBLISHER his firm will clear its 1926 advertising through the United Advertising Service, of Newark.

H. H. Brooks has been promoted to director of sales of the Nordyke & Marmon Company, manufacturers of Marmon motor cars in Indianapolis, Ind. Homer McKee has been named vice-president of the concern, succeeding E. S. Gorrell, resigned.

George Lippincott Brown of the J. C. Penney Company, who, for the past two years has been in charge of that firm's St. Louis office has returned to New York to take up his headquarters in the general offices of the company.

The Richardson Company, one of the outstanding newspaper advertisers in the field of building supplies, has informed the Bureau of Advertising of the American Newspaper Publishers Association

that as far as they know now newspapers will be used extensively on the 1926 program.

"Naturally, we feel that the newspapers are giving us a good share of results, since we are investing quite a little money in their use," an official wrote. "As far as company results are concerned we are very much pleased with the job that has been done so far. We have made, we feel, remarkable progress in the industry since we inaugurated our plan of advertising, and this is said with all sense of modesty for the company."

W. D. Canaday, advertising manager, Lehn & Fink, Inc., wholesale druggists, is handling all advertising details in the recent reorganization of his company and the taking over of A. S. Hinds Company.

Net profit of \$9,148,634 is shown in the consolidated income statement of the Willys Overland Company and subsidiaries for the six months ended June 30.

NOTED WRITER DIES

H. J. Ford Was Friend of Wilson and One Time Pittsburgh Gazette Editor

Henry Jones Ford, close friend of Woodrow Wilson, one-time member of the Interstate Commerce Commission, university professor, author and former editor of the *Pittsburgh Gazette*, died Sunday morning at Blue Ridge Summit, near Chambersburg, Pa. He was 74 years old.

Among Mr. Ford's many books, mostly on government, politics and periods in American history, the one that was most discussed was "Woodrow Wilson, the Man and His Work," published in 1916. Mr. Ford was an intimate of the late President for many years, having taught at Princeton.

When Woodrow Wilson became governor of New Jersey, he named Mr. Ford as Commissioner of Banking and Insurance for the State. One of President Wilson's last appointments in 1920 was that of Mr. Ford as a member of the Interstate Commerce Commission. He was also sent to the Philippine Islands on an important mission by President Wilson.

Mr. Ford was born in Baltimore in 1851 and was educated in Baltimore City

College. During his newspaper career he was a special writer, editorial writer, city editor, managing editor and editor of numerous papers in Baltimore, Pittsburgh and New York.

Retiring in 1905 as editor of the *Pittsburgh Gazette*, he became lecturer on political science at Johns Hopkins University in Baltimore in 1906 and the following year accepted the chair of professor of politics at Princeton, which he has occupied since.

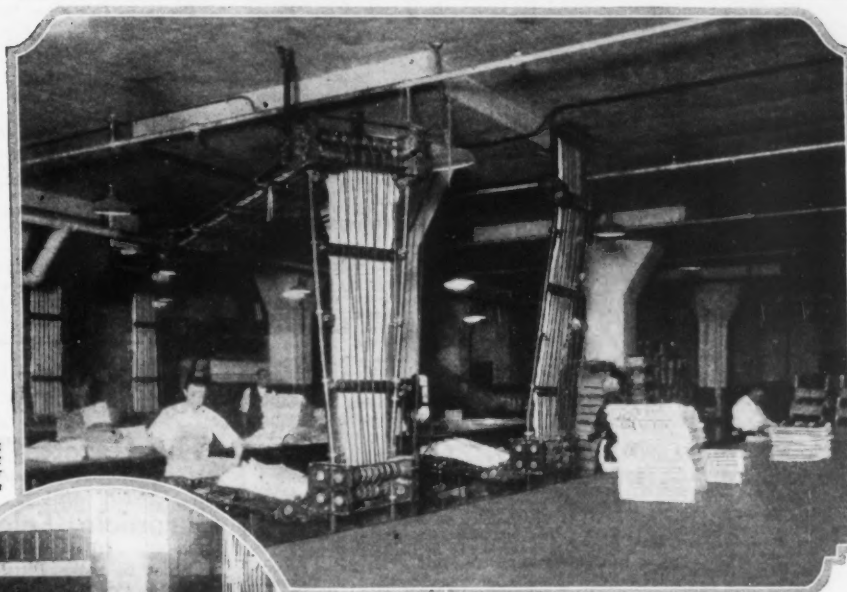
Obituary

MRS. JOSEPH RICHARDS, wife of Joseph Richards, of Joseph Richards Company, Inc., New York advertising agency; died last week at Larchmont, N.Y.

LEE R. STEELE, 65, veteran editor and publisher of Merced county, Cal., died at Mariposa of apoplexy. He was the son of Robert Steele, who edited the first paper in Merced county.

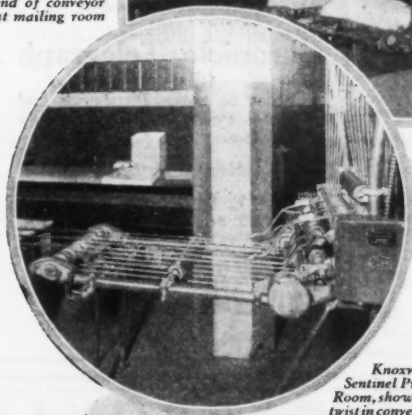
FAY HALL, 49, of the advertising staff of the *Alhambra* (Cal.) *Post-Advocate*, died following an operation.

MINTER EDWARDS, 59, associated for nearly 28 years with the New York City News Association, died in New York, Sept. 9. He retired from newspaper work about three years ago.



Dayton Evening News, showing end of conveyor at mailing room

Mailing Room of the New York Tribune, showing four C-H Conveyors



Knoxville-Sentinel Press Room, showing twist in conveyor



First on the Street

Getting the edition on the street first often means several thousand extra circulation.

C-H Conveyors make this possible by whisking the folded papers up, over, around the corner, down, anywhere—and by laying the papers down in your mail room or on your delivery table.

Publishers all over the country, among them the Chicago Tribune, New York Times, New York Tribune, Milwaukee Journal, Boston Transcript, Indianapolis Star, Minneapolis Tribune, Detroit News, Springfield Republican, and hundreds of others, both large and small, are using the C-H Conveyor and getting their papers on the street first.

Write for Publication 3122, showing some typical installations

THE CUTLER-HAMMER MFG. CO.

Works: Milwaukee and New York

Branch Offices:

New York: 8 W. 40th Street	Boston: 52 Chauncy Street
Chicago: 323 N. Michigan Avenue	Detroit: 506 Hofman Building
Pittsburgh: Century Building	St. Louis: 2111 Railway Exchange Bldg.
Philadelphia: Commonwealth Bldg.	Buffalo: 358 Ellicott Square Building
Cleveland: Guardian Building	Milwaukee: 530 Grand Avenue
Cincinnati: 415 Dixie Terminal Building	



NEWSPAPER CONVEYORS

ADVERTISING AGENCY AFFAIRS

To Make Research Report at Agency Meet, Oct. 7—Dorrance, Sullivan & Co., Making Contracts for Poly Radio Plugs—
New Agency Incorporated in Boston

PROFESSOR DANIEL STARCH, director of the Research Department of the American Association of Advertising Agencies, will report on the department's work at the annual meeting of the association to be held at the Roosevelt Hotel, New York, Oct. 7. James O'Shaughnessy, association secretary, announced this week.



PROF. DANIEL STARCH

The department has been engaged in making a qualitative analysis of magazine circulation, in an effort to determine the buying power behind the figures of the Audit Bureau of Circulations. Since this is the first time such research has been attempted, the report is awaited in agency and publishing circles with considerable interest.

Inaugurated under the direction of Stanley Resor, president, J. W. Walter Thompson Company, Inc., New York advertising agency, and past president of the A. A. A., the departments investigations have been carried forward under the presidency of Herbert Gardiner, president of the Gardiner Advertising Agency.

Dorrance, Sullivan & Co., New York

advertising agency, announced this week they were making contracts for the Polymet Manufacturing Company, makers of Poly Radio Plugs. Newspapers are to be used in large merchandising centers during September, October, November and December.

The Stanwood-Hillson Corporation, advertising agents, Boston, has been incorporated with a capital stock of \$100,000. There are 1000 shares with par value of \$100 each. Louis Hillson, 153 Crawford street, Roxbury, Mass., is president and treasurer of the concern.

James K. Lawrence, engaged in public work for schools and colleges, has joined the staff of the Corning Advertising Agency, St. Paul.

Melville A. Woodbury of the M. A. Woodbury Advertising Company, Kansas City, was adjudged winner of a \$250 prize offered by the *Kansas City Journal-Post* for the best page advertisement of Kansas City as an industrial center.

Miss Marguerite Tuttle, formerly manager of the *New York Evening Post* Educational Bureau and until recently manager of the Condé Nast Educational Bureau, is now associated with Wm. T. Mullally, Inc., New York advertising agents, in charge of a department dealing with schools and camps.

inal, Cincinnati. Has secured the accounts of the Churngold Corporation, Cincinnati; Effarsee Radio Company, Cincinnati, and Kodel Radio Corporation, Cincinnati.

Daniel E. Paris, 80 Boylston street, Boston. Now placing account of the Converse Rubber Shoe Company, Malden, Mass.

Sidener-Van Riper Advertising Company, Merchants Bank Building, Indianapolis. Placing orders with newspapers in selected sections for the Florida Society of America.

Southwestern Advertising Company, Majestic Theatre Building, Dallas. Will conduct a newspaper campaign for the Texas Citrus Fruit Growers Exchange, Mission, Texas.

W. I. Tracy, Inc., 270 Madison avenue, New York. Now handling account of Andrew Wilson, Inc., insecticides, Springfield, N. J.

United Service Advertising, 972 Broad street, Newark. Now handling account of the Mozart-Grand Company, radio, Newark, N. J.

Van Tassel & Smith, 160 Fifth avenue, New York. Placing orders with newspapers in various sections for the Republic Trading Company, New York.

Wales Advertising Company, 250 Park avenue, New York. Again placing orders generally for the Crown Corset Company, Rengo Belt Corsets, New York.

Daily Suffers \$5,000 Fire Loss

Loss estimated at \$5,000 resulted when fire Wednesday damaged the plant of the *Gainesville (Tex.) Hesperian*, morning daily, owned by A. C. Dickinson.

Consistently Building Permanent Classified

Volume Begets Volume

Each week's new volume of seasonable lines helps to broaden the thoughts of a continuously new public, and to prove the unlimited possibilities for classified advertising.

Clarence M. Rusk Service
For Newspapers

Harrisburg Pennsylvania

VON WIEGAND PROMOTED

Appointed General European Director of Foreign News for Universal Service

Karl H. Von Wiegand, chief editorial staff representative for Eastern and Central Europe for Universal Service, has been promoted to general European director of foreign news and correspondent-in-chief for all of Europe. He will make his headquarters in London.



K. H. VON WIEGAND

Otto D. Tolischus, formerly managing editor of the *Cleveland Press*, and lately chief assistant to Mr. von Wiegand, has been appointed correspondent for Central Europe and chief of the Berlin bureau.

As correspondent-in-chief, Mr. von Wiegand will maintain personal contact with all important events in Central Europe and seek to keep up his present relations in Berlin, Warsaw, Prague, Vienna, Rome, Munich and Budapest.

Prepares Copy for Osteopaths

A series of advertisements for the use of osteopathic physicians has been prepared by Dr. Ray G. Hulbert of the American Osteopathic Association which he is forwarding to members with the suggestion that they use them in newspaper space. They are prepared to run two columns by six inches, but are adapted to larger space. They stress the value of osteopathy and acquaint the public with its development.

Monday used to be wash-day. Now it's the day mother counts up to see if any of the family got killed in a Sunday motoring accident.—*Dayton News*.

Use the COMBINATION RATE OF The Gazette Times (Morning and Sunday) AND Chronicle Telegraph (Evening)

in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr. GAZETTE SQ., PITTSBURGH, PA.

National Representative:
E. M. BURKE, Inc. 42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
E. J. BIDWELL CO. 742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

CARBONA

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The utility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.
PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

Memorial Service for Victor Lawson

A memorial service was held Sept. 9, by the City Club of Chicago for Victor Fremont Lawson, late publisher and owner of the *Chicago Daily News*. It was largely attended, both by members of the club and friends of the deceased. S. J. Duncan-Clarke, vice-president of the club, presided in the absence of Walter T. Fisher, president. Charles H. Dennis, now editor of the *News*, was among those who delivered eulogies.

Printing Supply Firm Incorporated

The National Printers Supply Company of Waltham, Mass., has been granted a charter in Massachusetts to deal in printers' supplies. The concern is capitalized at \$50,000. The incorporators are Horace G. Gifford, Melrose; Albert C. Whipple, Swampscott and Ella L. Wood, Belmont.

You Know It's The Beacon Journal In Akron, Ohio

No one disputes that fact. But do

You Know

that business is booming in Akron—that the factories are working three shifts—that every one is buying what they want, as well as what they need. Money is plentiful—business is good.

Run Your Campaign in a Live Paper, in a Live City.

WEEK'S AD TIPS

Barrows & Richardson, 19 West 44th street, New York. Placing fall schedules with newspapers in New England, New York and New Jersey for the Glenwood Range Company, Glenwood Stoves and Ranges, Taunton, Mass.

Barton, Durstine & Osborn, 383 Madison avenue, New York. Has secured account of the Republic Stamping & Enameling Company "Old English" enameled ware, Canton, Ohio.

George Batten Company, 383 4th avenue, New York. Again placing copy with newspapers in selected sections for Bell & Company "Bell-Ans," Orangeburg, N. Y.

Calkins & Holden, 249 Park avenue, New York. Reported to have secured account of the Murphy Varnish Company, Newark, N. J.

Nelson Chesman & Company, Pound Office Building, Chattanooga. Now handling account of the Pensacola (Fla.) Chamber of Commerce.

Clark Collar Company, 30 North Michigan avenue, will direct the account of the Ravenswood Novelty Company, Chicago, Ill.

Clarkson A. Collins, Jr., Inc., 350 Madison avenue, New York. Now placing account of the Barnsdall Products Corp., "Be Bright" cleaning powder, New York.

J. H. Cross Company, 1500 Locust street, Philadelphia. Placing orders with some Pennsylvania newspapers for the M. B. Lauhach Company, Philadelphia.

Dorrance, Sullivan & Company, 130 West 42nd street, New York. Has secured account of the Knox Motor Associates, Knox Spray Meter Equipment, Springfield, Mass.

Albert Frank & Company, 134 South LaSalle street, Chicago. Now placing account of the Globe Mutual Life Insurance Company.

Charles C. Green Advertising Company, 450 4th avenue, New York. Making 5,000-line contracts with some Pennsylvania newspapers for Smith, Kline & French "Bathol," Philadelphia.

Lawrence C. Gumbiner Advertising Agency, 9 East 41st street, New York. Again placing orders with newspapers in selected sections for J. D. Stiefel & Company, freckle soap, New York.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Now handling account of the Timken Detroit Axle Company, Detroit.

H. W. Kastor & Sons Advertising Company, Lytton Building, Chicago. Now placing the accounts of Dr. W. O. Coffee, Medical, Davenport, Iowa and the Illinois Molding Company "Narcissus" mirrors, Chicago.

King-Cibson Company, 319 South Michigan avenue, Chicago. Now handling account of the F. A. Stuart Company, Stuart's tablets, Marshall, Michigan.

Thomas F. Logan, Inc., 680 5th avenue, New York. Has secured account of Alexander Smith & Company, carpets, New York.

Lyddon & Hanford Company, 11-15 James street, Rochester. Now handling account of W. S. Rice, Inc., medical, Adams, N. Y.

Midland Advertising Agency, 312 Dixie Ter-

Detroit Times

Office of PAID

Evening 220,000

Sunday 250,000

Peoria

The Try-Out City

THE PEORIA JOURNAL Transcript

Put's Tryouts Over!

CHAS. H. EDDY CO.
New York - Chicago - Boston

POWERS PERFECTION COOLER

Every Newspaper Photo Engraving Plant should have at least one

The Powers Perfection Cooler requires no water connection of any kind.

It can be moved at will by simply picking it up and placing it where it is wanted.

It has no mechanical parts to get out of order.

It applies cold water evenly and simultaneously to all parts of the plate—ON THE BACK OF THE PLATE only.

It cools the plate instantaneously to the exact temperature required and saves wiping, mopping and reheating.

The price of the Powers Perfection Cooler is \$350



The Powers Perfection Cooler met with the instantaneous approval of both the workers and the owners wherever it was installed and tried. The men in the shops like it because it helps them in their work. They save time and effort, turn out more work and better work, and do it with very little physical labor. It is a clean, workmanlike way of doing what is otherwise a messy, sloppy task.

Proprietors like it because it saves gas, water, time and makeovers. These savings mean money and profits and that is what we all want. To satisfy yourself, go into your etching rooms and see what happens when the etcher tries to cool a large plate by dragging it over a roller wrapped in old towels and rags or a piece of burlap. Watch the plate buckle and then see him try to straighten it out. You know what that means in color work.

The use of the Powers Perfection Cooler does away with buckled and twisted plates, the splashing of water on the face of the plate and the constant work and worry connected with etching. A zinc etching is heated from 13 to 16 times by the etcher. That tells the story.

ASK ANY USER

Baltimore News

Boston American

Boston Post

B'klyn Daily Eagle

Bronx Home News

Chicago Daily News

Chicago Herald Examiner

Chicago Tribune

Denver Post

Des Moines Register & Tribune

Florida Times Union

Kansas City Star

Milwaukee Journal

N. Y. American

N. Y. Evening Sun

N. Y. Morning Telegraph

N. Y. Daily News

N. Y. Times

N. Y. World

Providence Journal

Rochester Herald

San Francisco Bulletin

Washington Times

Wisconsin News

Immediate delivery guaranteed

POWERS, INC.

205 West 39th Street
New York City



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

WILLIAM LYON PHELPS who conducts "As I Like It" in *Scribner's Magazine* recently advocated the adoption of the word "viulence" at the suggestion of Mr. John M. Shedd. In the current issue of *Scribner's* Mr. Phelps inserts the following from R. H. Pitt, editor of *The Religious Herald*, Richmond, Va.

About five years ago I called attention in *The Religious Herald* to the fact that we did not have a word corresponding to audience which would describe a company of people who were gathered to see, as audience describes a company who were gathered to hear. This provoked quite an entertaining correspondence and Dr. E. W. Winfrey, a Baptist minister of Culpeper, nominated viulence to fill the vacancy.

Immediately following this quotation Mr. Phelps chats about the days when he used to set type on a Congregationalist journal of the same name in Hartford, Conn.—a paper famous for "its howling typographical errors and misplacement of paragraphs." One day in the column "Ministers and Churches"—so Mr. Phelps says—there appeared in the proof sent to the editor this brief item, "Lillian Russell will wear tights this winter." How it got there no one knew. But the editor of *The Religious Herald* after crossing out the line, wrote on the margin, "Such is life." When the *Herald* appeared it contained the news of the clergy, the item about Miss Russell, followed by the editorial comment, "Such is life."

The need of the word "viulence" is not half so pressing in my opinion as that for "myobist"—a word first used at the Newspaper Club, New York, to describe the man who minds his own business.

DOUGLAS FREEMAN, editor of the *Richmond (Va.) News-Leader*, has been given access to some letters of Robert E. Lee which have never appeared in print. From these letters he has compiled an article "Lee and the Ladies." It shows the great chieftain of the South in a new light, for he kept up a large feminine correspondence not only after his marriage, but even during the Civil War. The letters from which the article has been compiled show qualities of humor and chivalry which have been unnoticed by biographers of Lee. Mr. Freeman will print "Lee and the Ladies" not in his own newspaper, but in an early issue of *Scribner's Magazine*.

NEW letters by Walter H. Page to President Wilson are now running in *The World's Work*. The one dated July 5, 1914 is of special interest because in it Mr. Page says that he was sometimes "driven almost to despair of the newspapers, even of those that we think of as the most careful." He was referring to the treatment by the London newspapers of the repeal of the panama tolls. The Washington correspondents of the London papers had played up "that perfectly meaningless, asinine amendment" and had intimated that the President's power was weakening.

It was this reference to the so-called

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

weakening of the President's power that stirred Page to action.

How Page drove down to the country house of Lord Northcliffe, went into the library of the owner of the *London Times*, the *Daily Mail*, etc., etc.—the "etc.'s" are Page's not mine—and had the matter out as to what the Washington correspondents of the Northcliffe's papers would call a victory, may be found in the letter itself, which to heed the editorial note of warning, "must not be reprinted in whole or in part."

But no copyright law can possibly cover Northcliffe's reply, "He didn't know, really hadn't noticed it, would look it up, etc." Too many editors express this same thought to justify any copyright.

But to be more serious, these new letters by the former Ambassador to the Court of St. James help to round out the picture of what was going on behind the closed doors of diplomacy.

AN EDITORIAL in *The NEA Service* hits the bull's eye with this shot on headlines:

It is a shiftless desk man who throws together any kind of a heading just so it measures correctly in type. And it is a shiftless editor who will permit a desk man to get by with it.

A heading should be a snappy synopsis of the story to follow, in keeping with the dignity and importance of the article—one which will tell the reader there is something there which will interest him.

ONE wonders whether E. W. Howe did not forget the American Society of Newspaper Editors when he inserted the following item in the current issue of his *Monthly*.

I wish I could cause newspaper editors and reporters to realize the important place they occupy in the nerves of the nation. The publishers have an association for the advancement of advertising and circulation, and pretty much all of them belong. They have been known to bluff congress. . . . But there is no team work among editors and reporters, who are hired, and come and go, like baseball players. . . . Give me a great newspaper to operate in, and I can raise the devil, or pacify him, every day. . . . Clergymen hold great councils to discuss world betterment, but editors and reporters do not, although much more powerful than clergymen; indeed, editors and reporters are easily our most powerful public men.

EDITORS who want to know how the foreign press regarded the late William Jennings Bryan will find in *The Living Age* for August 29 a collection of editorials taken from leading European newspapers.

JOHN BARKER WAITE, who teaches criminal law in the Law School of the University of Michigan at Ann Arbor, in a recent issue of the *Detroit Saturday Night*, takes the newspapers seriously to

NEWSPAPERS MAKE CINCINNATI MARKET WEEK A SUCCESS

CINCINNATI, Sept. 5—Another illustration of the efficiency of newspaper publicity was given this week at this city when the first Market Week of the Cincinnati wholesale trade resulted in sales of almost three millions and attracted 2,000 merchants from 15 states to the city.

The outside cost of the Market Week and Fall Fashion Pageant, which was the entertainment feature, was \$40,000, so that the 60 wholesale and jobbing merchants spent the equivalent of 1 1/2 per cent to do a business of \$3,000,000, a large part of which was with new customers.

The Cincinnati daily papers were liberal contributors of space and to them is largely due the success of the enterprise. The Market Week will be a semi-annual affair hereafter, and be held in February and August. The only publicity outside of newspapers was broadsides sent out to customers of the houses.

task for printing so much crime news without the follow-up stories of the arrest and sentence of offenders. He believes that the police department in most cities is reasonably efficient, but that conditions are made worse by featuring "Daring Robberies" by "Bold Bandits." In other words, he wants more attention paid to the clank of cell doors and less to the crack of pistols.

The recent discussion of how crime news should be handled by newspapers has resulted in more attention being paid to the punishment meted out to criminals. In some cities, in New York, for example, it has brought about a series of advertisements in car cards to inform those

who may be tempted that sooner or later criminals fall within the clutches of the law.

The article is well worth clipping and filing for reference in the morgue. Perhaps it is worth some mention on the editorial page.

Bankers Organizing County Drive

A committee of five bankers of Nodaway county, Missouri, will draw up and present in 30 days to the Nodaway County Bankers' Association plans for an organization to advertise the county, to be known as the Nodaway County Missouri Development Association. It is planned to conduct a three years' advertising campaign.

Journalism Grads Find Jobs

Dr. W. G. Bleyer, director of the University of Wisconsin Course in Journalism, stated this week that 23 students who were graduated last June now hold newspaper and publicity positions in nine different states.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

NEW YORK STATE Westchester County's

Fastest Growing Cities

Mount Vernon and
New Rochelle and
The Vicinity Towns

Are Covered Completely by

THE DAILY ARGUS

of
Mount Vernon

THE STANDARD STAR

of
New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.

Franklin A. Marriam, Pres.
Mount Vernon—New Rochelle

The Paper Which WAS First Is Now Second

in Erie, Pa. This remarkable change has not been brought about by campaigns or circulation schemes, although the paper now in second place has employed "showers of gold" and automobile contests in an effort to stem the tide.

The Dispatch-Herald is the leading paper of Erie because it is the best newspaper, and for no other reason.

ERIE, PA., DISPATCH-HERALD

WILLIAM A. HENDRICK, Publisher
LOUIS BENJAMIN, Treas. & Gen. Mgr.
CHAS. H. EDDY CO., Representatives
New York Chicago Boston

Los Angeles Times

California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

"A Word To the Wise Is Sufficient"

THE FIFTH WEALTHIEST COUNTY IN INDIANA

is covered thoroughly by
The Evening Star
Evansville, Ind.

The DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best advertising buy in the mid-west.

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL

Lafayette Young
Publisher

WHAT THEY ARE SAYING

THE BOND OF CONFIDENCE

"ADVERTISING is the bond of confidence that ties your paper to the homes of the community. The homemakers expect to be invited to your paper."—*Blue Island (Ill.) Sun-Standard.*

* * *

TESTING A NEWSPAPER STORY

"IT is possible to test all newspaper utterances, to be sure they are void of injury, with these questions: Is it true? Is it wise? Is it necessary? If it passes that test one can be sure that it is newspaper literature in its most beneficial form."—Joseph G. Alden, editor, *York (Neb.) Republican.*

* * *

A TIP TO THE SMALL DAILY

"A LOCAL agent at every coign of vantage in the field the newspaper attempts to cover, whatever that field may be, and the intelligent and untiring use of the telephone will do for the weekly newspaper and small daily what organization has done for sugar, steel, and Standard Oil."—Frank O. Edgcombe, *Geneva (Neb.) Signal*, and president, National Editorial Association.

* * *

THE GREAT DELUSION

"SOME people seem to think you must persuade people against their judgment or because of their ignorance to use far more of your product than they need or is good for them—a greater delusion was never hatched outside or inside a lunatic asylum. In selling, as in advertising, you must be a profound believer in your product, use it yourself as you advise others to use it and try to get the public to use it as you would yourself."—Gerald A. France, president of the Advertising Club of Newcastle, England.

* * *

A GREAT HOME INSTITUTION

"YOUR newspaper is a great home institution as important, if not more so, than your churches and schools. You should demand that it be edited so it becomes a source of civic pride. It is the stabilizer of your community. Wrong-doers are afraid of its printed line. Self-seekers dread its honest comment. It is a sort of check to radicalism in both reform and debauch. It is impossible to have an ignorant community when there is a good newspaper."—Frank W. Brown, president, Idaho State Editorial Association.

NEWSBOYS COMPLETE TOUR

Baltimore Sun Organization Visits 13 Towns in Three States

After playing before audiences totaling 35,000, the Evening Sun Newsboys' Band of the *Baltimore Evening Sun* completed its fourth annual vacation tour of eight days Saturday, Sept. 5. Concerts were given in three states. The boys played in 13 towns in western Maryland, West Virginia and Pennsylvania. The tour was the most extensive since the band was organized in May, 1922.

There are 60 boys in the band averaging 15 years of age. The youngest boy is Paul Jensen, Jr., 9 years old, who plays a cornet.

In addition to playing in the band, the boys attend school regularly and deliver the "Sunpapers." They have obtained their knowledge of music through their connection with the band. They had no musical training whatever before beginning their studies under Frank Morse, bandmaster and organizer. Many of the original members are still with the band. A few of the old boys have left the band to become professional musicians.

The entire expenses of the band are borne by the Evening Sun, which provides an annual fund for the purpose.

Daily Settles Union Strife

Exerting its influence to bring about a cessation of hostilities in the camp of the Ladies' Garment Workers, the *New York Day*, Jewish daily, succeeded in getting both sides to agree to come to terms. Points of compromise suggested by the Day have been taken as a basis for adjustment. The union, which has 60,000 members, recently split over the suspension of three members for encouraging communist activities.

Editor's Assailant Caught

"Bunker" Ryan, sought for the assault last week upon Tracy Garrett, editor of the *Burlington (Ia.) Hawk-Eye* was arrested Wednesday night, Sept. 2, near Pekin, Ill. He will be returned to Burlington to face charges.

S. N. P. A. APPOINTMENTS

State Members of Advertising Committee Named—Foster Chairman

On the recommendation of Edgar M. Foster, *Nashville (Tenn.) Banner*, re-appointed chairman of the Southern Newspaper Publishers Association advertising committee, President Walter C. Johnson has appointed other members of the committee for the cooperative campaign as follows:

- Alabama—Buford Goodwin, *Birmingham Age-Herald.*
- Arkansas—Elmer E. Clarke, *Little Rock Democrat.*
- Florida—W. A. Elliott, *Jacksonville Times-Union.*
- Georgia—W. E. Page, *Columbus Ledger.*
- Kentucky—Walter W. Stouffer, *Louisville Herald-Post.*
- Louisiana—John D. Ewing, *Shreveport Times.*
- Mississippi—W. G. Wilkes, *Gulfport Herald.*
- North Carolina—E. B. Jeffress, *Greensboro News.*
- Oklahoma—E. K. Gaylord, *Oklahoma City Oklahoman and Times.*
- South Carolina—R. Charlton Wright, *Columbia Record.*
- Tennessee—M. Stratton Foster, *Clarksville Leaf-Chronicle.*
- Texas—Walter A. Dealey, *Dallas News and Journal.*
- Virginia—W. E. Thomas, *Roanoke World-News.*
- West Virginia—W. Guy Tetric, *Clarksburg Exponent.*

Five Thousand Dollars

Duplex Printing Press 5-plate wide

Equipped with 25 H. P. Motor 440 volt A. C.—60 cycles—3 phase, with starting box and belt, pulleys and shafting complete. Press will print 4, 6, 8, 10, 12, 16, 20 pages of 8 columns 12 ems, or 7 cols. 13 or 13½ ems, 21¼ inch columns.

Overhauled seven years ago and in excellent condition.

Complete Stereotyping Equipment which includes

- Metal furnace with pump
- Curved casting box.
- Curved plate shaver with motor.
- Curved plate tail cutter with motor.
- Curved plate finishing block.
- Matrix Rolling Machine with motor.
- Double Steam Table with apron.
- Gas generator for steam table.
- 16 Iron Turtles.
- 16 Iron Chases.

This press and equipment is standing at Jackson, Michigan, and will be sold where is and as is at the bargain price of \$5,000.00. The equipment is worth at least four times this amount but must be moved by September 15th.

It is the most wonderful bargain ever offered in printing press equipment.

THE BOOTH PUBLISHING CO.
2500 Buhl Building Detroit, Michigan

NEWSPAPER INGENUITY AND ENTERPRISE TESTED BY SHENANDOAH CRASH

Airplanes and Automobiles Pressed Into Race for Pictures— Many Planes Crippled—Chicago Herald-Examiner Chartered Mail Ship to Win

NEWSPAPER ingenuity and enterprise was put to severe test Sept. 3, when the Shenandoah crashed to earth in an out-of-the-way Ohio cornfield. And the test was met and passed in thrilling fashion.

An evening newspaper story, details Sept. 3, were left largely to press association hands. Then morning newspapers rushed men to the scene long distances, using airplanes and fast motors.

Getting the pictures of the wreck to the newspapers was the outstanding feat, and the stunt most difficult of accomplishment. Adverse flying conditions made the work of picture syndicates dangerous and difficult.

Pacific and Atlantic Photos used four airplanes and none of them got to Caldwell, O., in time. These planes were sent from New York, Columbus, Dayton, and Cleveland. Pictures from all sources failed to reach New York in time for morning papers Sept. 4.

Norman Alley of Chicago, staff cameraman for International Newsreel, flew from Chicago to Cambridge, O., in record time.

Alley's plane was wrecked in landing at Cambridge, and, after obtaining his pictures, he commandeered a fast automobile which sped him to Columbus, where he chartered another airplane to carry him to New York. Fighting fierce winds, rains and darkness, this plane made an epochal flight over the Allegheny Mountains and landed safely in New York Friday morning. The films were rushed to International Newsreel laboratory for development and, within three hours, prints of the motion pictures had been made and delivered to more than one hundred and fifty theatres in greater New York, while prints of the still photographs were hurried by special messenger to all Hearst newspapers.

The *Chicago Herald-Examiner* was the only newspaper outside of the territory immediately adjacent to the disaster which printed photographs of the wreck the morning of Sept. 4. They were obtained by the unusual feat of chartering a government mail plane from Cleveland to Chicago.

When the story broke airplanes were sought immediately. But long distance calls to the flying fields at Columbus, Dayton, Cleveland, Toledo, Indianapolis, Cambridge, O., Bryan, O., and Bellefonte, Pa., were fruitless. Airplanes were not to be had for love or money. Some had gone up and been crippled by the same storm that wrecked the Shenandoah. The planes that were still usable were all engaged.

As an emergency measure a plane was chartered in Chicago to make the round trip. But it developed trouble and was forced down at Fort Wayne. There another was chartered. It made a good start, but before it reached Columbus it was out of commission.

At 6 p. m. it was learned that pictures were obtainable on a "come and get'em" basis from the *Columbus Citizen*, the *Ohio State Journal* or the Acme Picture Service of Cleveland. The idea of chartering a mail plane was offered. Such a

move was unprecedented—no private person or corporation had ever done this. However, through Than Ranck, head of Hearst Washington service, post office officials were consulted. They found no law prohibiting the chartering of a plane and placed the price at \$450, the cost of a regular trip. Pictures were obtained from the Acme Picture Service at Cleveland, taken to the flying field by the *Cleveland Times*, and were received in Chicago at 2.25 A. M. Art work was eliminated, cuts were made in 30 minutes, and spread on a full page of the street edition.

Nearer the scene of the disaster, admirable work was done by the *Columbus Citizen*. Four staff men, Frank Schneider, photographer, John McNulty, Frank Ford, reporters, rushed to the scene by automobile and airplane. Two planes suffered accidents, but the pictures were brought in.

L. Andrew Brophy, of the Columbus, O., bureau of the Associated Press, suffered a fracture of a bone in his left foot when an automobile in which he was riding overturned while he was on his way to the scene of the wreck. He was caught under the machine. Karl Pauly, also of the Associated Press, was with Brophy but escaped injury.

NEW CALIFORNIA CAMPAIGN

\$75,000 of \$154,000 Tourist Fund Goes to Newspapers

Beginning Oct. 19, the All-Year Club of California will launch an advertising campaign to attract winter visitors to the state, to be paid from the \$1,000,000 budget now being raised by the Southern California Forward Movement.

The winter campaign will cost approximately \$145,000, according to C. G. Milham, executive secretary of the club. Seventy thousand dollars of this will be spent on magazine advertising and \$75,000 will go to newspapers. Eighty-nine newspapers in 63 cities throughout the East, Middle West and parts of Canada will be used.

There will be five advertisements carried in each newspaper, one appearing each week for five weeks, each advertisement being four columns wide and 14 inches deep.

New Illinois Press Group

Will county, Ill., editors were enrolled in the County Press Association organized last week at a meeting in Joliet. J. C. Adams, editor of the *Peotone Vedette*, was chosen president; U. S. G. Blakely, *Plainfield Enterprise*, vice-president; William Semmler, *Mokena News-Bulletin*, secretary-treasurer.

FORESHADOWED EVENTS

- Sept. 15—Interstate Circulation Managers Assn., annual convention, Wilmington, Del.
- Sept. 16-24—Imperial Press Conference, Melbourne, Australia.
- Sept. 18—Middle Tennessee Press Assn., annual convention, Nashville.
- Sept. 21-24—Advertising Specialty Assn., annual convention, Chicago.
- Sept. 21-24—Georgia Press Assn., annual meeting, West Point, Ga.
- Sept. 22-25—National Better Business Commission, annual convention, Indianapolis.
- Sept. 24-26—Tri-State Editorial Assn., annual convention, Sioux City, Ia.

TO PICK BEST WEEKLY

Rules Announced for First National Newspaper Contest

Rules for the First National Newspaper Contest which is being conducted at the University of Illinois were announced this week by Prof. Lawrence W. Murphy of the Courses in Journalism. The rules follow:

1. A national award will be made for the best weekly newspaper entered in the contest.
2. A national award will be made for the best community daily newspaper published in a city or community of less than 50,000 population which is entered in the contest.
3. An entry will consist of two copies, representative and consecutive, of the publication submitted. They should be folded together and sealed in one wrapper.
4. Special editions will not be considered.
5. Entries should be mailed at once to

the Journalism Office, 109 University Hall, Urbana, Illinois.

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

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

8. Suburban papers or papers published in large cities which serve limited communities in those cities may be entered if they are eligible as weeklies or dailies under rules No. 1 and 2.

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

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

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

12. No entries will be accepted after Sept. 30.

America's
most complete
newspaper

The New York
**Herald
Tribune**

*Judged by every
worth-while news-
paper standard
The Dallas News
holds unquestioned
leadership in its
field.*

**The Dallas
Morning News**
SUPREME IN TEXAS

The Market--Kansas

The state that raised the biggest crops in 1924—154,253,000 bushels of wheat and 137,241,000 bushels of corn, plus other big grain yields.

The state where the cash gain on wheat and corn alone is \$160,000,000 this year—one third of the increase on these two crops now reported for the entire United States.

The Medium--Daily Capital

The only Kansas newspaper that covers the entire state.

It gives co-operation of the finest kind to advertisers and has heavy coverage of Topeka and the Topeka trade territory. Circulation 36,000. Member A. B. C.

Topeka Daily Capital Topeka, Kansas

Arthur Capper, Publisher
Marco Morrow, Asst. Pub.

Regional Advertising

at
Regional Rates

in
**The Christian Science
Monitor**

An International Daily Newspaper
Publishing SELECTED ADVERTISING

**ATLANTIC, CENTRAL and
PACIFIC Editions**

Rates and Circulation Data
Supplied on Request

ADVERTISING OFFICES

Boston	New York	Kansas City
Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

"Buy What You Can Use"

Northern Ohio!

one of the country's
Greatest Markets
covered ALONE by
one of the country's
Greatest Newspapers

The Plain Dealer
ONE Medium—ONE Cost (ALONE) Will sell it

J. B. Woodward
110 E. 42d St.
New York

Woodward & Kelly
360 N. Mich. Ave.
Chicago

EVENING HERALD

Los Angeles, Cal.

Gained 3,740 Daily Average Circulation Sworn Government Statement, Six Months Ending March 31, 1924, 173,540 Daily. Six Months, Ending March 31, 1925, 177,298 Daily. Increase in Daily Average Circulation, 3,740.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Meloney, 904 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

San Francisco
Chronicle

PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.

National Representatives
Williams, Lawrence & Cresmer Co.
302 N. Michigan Ave. Chicago
225 Fifth Ave. New York

There Is More Than Romance In THE SOUTH

The South has accomplished much. You can place confidence in her future.

What the South has done in material advancement is worthy of thoughtful study by National Advertisers.

The South has about one-third of the population of the United States. In this area are found more natural advantages for industrial development and for agriculture than in any other equal area in the world.

It has three-fifths of the coast line of Continental United States and that has great influence in the matter of domestic and foreign commerce of the entire country this side of the Rocky Mountains.

The South has climatic advantages meeting the needs of every line of industry and of every class of people.

The South is a fertile field for a National Advertising Campaign in the newspapers and cities listed below.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
ALABAMA				NORTH CAROLINA			
†Anniston Star.....(E)	5,469	.035	.035	†Greensboro Daily News.....(M)	25,672	.08	.07
*Mobile News-Item.....(E)	11,527	.05	.05	†Greensboro Daily News.....(S)	32,557	.08	.08
*Mobile Register.....(M)	20,192	.08	.07	†Raleigh News and Observer.....(M)	30,270	.07	.07
*Mobile Register.....(S)	32,440	.025	.036	†Raleigh News and Observer.....(S)	34,609	.07	.07
FLORIDA				*Winston-Salem Journal.....(M)	12,453	.05	.05
*Daytona Daily News.....(ES)	4,036	.035	.035	*Winston-Salem Journal.....(S)	12,462	.05	.05
*Florida Times-Union, (M) 40,679.....(S)	46,974	.10(S.12)	.10(S.12)	*Winston-Salem Sentinel.....(E)	10,031	.06	.06
*Lakeland Ledger.....(E)	4,660	.025	.025	SOUTH CAROLINA			
*Miami Herald.....(M)	31,499	.09	.09	*Columbia State.....(M)	24,657	.07	.07
*Miami Herald.....(S)	36,498	.10	.10	*Columbia State.....(S)	25,287	.07	.07
*Orlando Reporter-Star.....(E)	5,799	.035	.035	*Greenville News.....(M)	21,518	.065	.06
*Orlando Sentinel.....(M&S)	5,749	.035	.035	*Spartanburg Journal.....(E)	4,066		
*Pensacola News and Journal.....(EM)	9,569	.06	.06	*Spartanburg Herald (M) 6,901.....(S)	9,606	.05	.05
†St. Petersburg Independent.....(E)	10,087	.055	.055	TENNESSEE			
*Tampa Times.....(E)	18,021	.05	.05	*Chattanooga Times.....(M)	27,545	.08	.08
*Tampa Tribune (M) 38,522.....(S)	45,191	.08(.098)	.07(.088)	*Chattanooga Times.....(S)	27,506	.08	.08
*West Palm Beach Post.....(M)	8,637	.04	.04	*Memphis Commercial Appeal.....(M)	100,305	.18	.18
GEORGIA				*Memphis Commercial Appeal.....(S)	125,726	.21	.21
*Augusta Herald.....(E)	15,753	.05	.05	*Nashville Banner.....(E)	55,560	.11	.11
*Augusta Herald.....(S)	15,190	.05	.05	*Nashville Banner.....(S)	55,471	.12	.12
†Macon Telegraph.....(M)	24,910	.07	.07	VIRGINIA			
†Macon Telegraph.....(S)	25,512	.07	.07	*Danville Register and Bee.....(M&E)	12,081		
*Savannah Morning News (M), 20,479.....(S)	22,072	.06(.078)	.06(.078)	*Danville Register (Sunday).....	7,774	.05	.05
KENTUCKY				*Newport News Times-Herald.....(E)	7,327		
*Lexington Leader.....(E)	19,498	.06	.06	*Newport News Daily Press.....(S&M)	5,706	.05	.05
*Lexington Leader.....(S)	19,376	.06	.06	*Roanoke Times & World News.....(M&E)	28,188	.07	.07
*Paducah Sun.....(E)	9,275	.04	.04	*Roanoke Times.....(S)	17,815	.06	.06
				*Stanton News-Leader (M), Leader.....(E)	6,662	.035	.035

* A. E. C. Statement, March 31, 1925.
†Government Statement, March 31, 1925.

U. S. MUST SELL BRITISH IN ENGLISH MANNER

American Advertisers to Win Success in England Must Use Sedate, Instead of Urgent Copy, London Daily Mail Man Says

British advertising copy will never become Americanized, and American copy to sell goods to Englishmen must, to be successful, be Britonized, was the theory advanced this week by J. K. W. Trueman, new business representative in New York of the *London Daily Mail*, in an interview with EDITOR & PUBLISHER.

Mr. Trueman has succeeded Harry H. Field, with headquarters at 280 Broadway. American advertisers, Mr. Trueman has learned, have increased for next year their English advertising appropriations, and he is of the opinion they will meet obstacles if they try to sell Britishers in Yankee fashion.

"There are two distinctly different schools of advertising thought in the two countries," he said.

"The chief difference is, perhaps, that British advertising copy is written in a quieter key. It is more sedate than the American counterpart.

"The average type of American advertisement would not sell goods to the British public. It does no good screaming at an Englishman. Many American expressions used in sales copy would not be understood abroad."

Many American advertisers are reaching the English market through the newspapers with success, according to Mr. Trueman. He cited the instance of Wrigley's chewing gum. For years Wrigley has been trying to sell the chewing gum habit to the British public. Yet only recently, he said, has any deep impression been made, the favorable change coinciding with a wider use of the press.

When Mr. Trueman arrived in this country recently, he was sent to Ellis Island, where he was detained several hours. This occurred despite the fact that his passport was correctly vised by the American consul in London, and that he was an accredited representative of the *London Daily Mail*.

"It was a rather unsatisfactory introduction to your country," he declared, "but, nevertheless, I think I shall like the United States. I plan to spend at least a year here, if not longer."

New Texas Daily Launched

Publication of the new *Texarkana Journal*, afternoon edition of the *Texarkana Four States Press*, was launched recently with eight seven-column pages. The names at its masthead were the same as those of the *Four States Press* department heads—C. E. Palmer, editor; Henry Humphrey, associate editor, and Frank McElreath, superintendent.

Missouri Daily in New Home

The *Cape Girardeau* (Mo.) *Missourian* on Sept. 11, moved into its new home costing approximately \$250,000. Fred Naeter and George A. Naeter are the owners and publishers of the prospering paper.

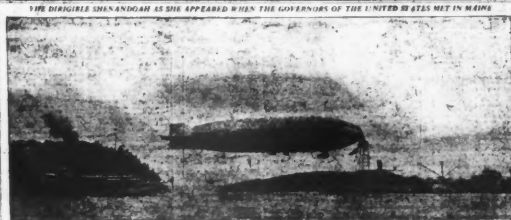
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
RESULTS COUNT
6th Floor OCCIDENTAL BLDG
INDIANAPOLIS, IND

UNIQUE MAKE-UP ON BIG STORY

The Miami Herald

THE MIAMI HERALD
PUBLISHED DAILY EXCEPT SUNDAY, SEPTEMBER 14, 1925
MIAMI, FLORIDA. TODAY MORNING, SEPTEMBER 14, 1925

GIANT AIRSHIP BREAKS IN TWO IN MID-FLIGHT
Shenandoah Is Destroyed and 14 of Crew Killed
COURAGES AMONG DEAD
None of 48 on Board Saw
Threatened by Clouding
To Flying Program
CABIN DEATH TRAP
Landscape and 13 Others Die
In Struggle to Escape
Saves of Disaster



The American-built dirigible Shenandoah, around which a full week ago when it was destroyed by the same department in Miami, in honor of the governor of the United States, who held the annual conference here. The above photograph was taken by George L. Doolittle of The Miami Herald editorial staff, who attended the Conference.

A remarkable display of the Shenandoah disaster was given by *The Miami* (Fla.) *Herald* smacking of Dana style. The story ran as a narrative for two pages. Initial letters were used on paragraphs, but otherwise there was no break for sixteen columns. Olin Kennedy is editor of the *Herald*.

BAGGAGE HEARINGS END

Final Decision by I. C. C. on Rate Rise Expected Soon

WASHINGTON, Sept. 9.—Final argument in the much contested case of increased transportation rates on newspapers carried in baggage cars on regular passenger trains was held today before the Interstate Commerce Commission.

Under schedules filed to become effective May 1, four railroads, the Pennsylvania, Reading, Baltimore and Ohio, and Western Maryland, proposed to charge 50 cents a hundred pounds on newspapers in bundles or rolls carried in baggage cars of regular passenger trains. The Interstate Commerce Commission suspended the schedules until a decision is reached at the request of the Pennsylvania Newspaper Publishers Association and many other newspaper publishers using the four roads.

The railroads' position in general was that this class of traffic constituted a "unique special and preferred service," that newspapers had increased in retail price since the war while their transportation rates had not, and that a cost survey showed that papers were handled at a loss.

Attorneys for the publishers attacked each of the carriers' points, asserting that they had not borne the required burden of proof in showing cause why they should raise their rates.

Because the law requires expedition in cases of suspended rates, it is probable that the decision of the commission in the case will be announced shortly.

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

"Who's Who"

That's what newspaper readers call Joe Mitchell Chapple's biographical sketches of today's celebrities.

BRAND NEW SERIES
NOW ON THE WAY

Ask Us About It

Joe Mitchell Chapple Associates
"The Attic" Waldorf-Astoria, New York City, N.Y.

MARKET NEWS

Plus TABLES

An unusual financial service that places emphasis on the news that influences the course of security and commodity prices.

COMPLETE OR IN PART BY LEASED WIRE

CENTRAL NEWS of America

ESTABLISHED 1914
42 New St., New York City

A Dependable Means of Increasing Classified Lineage

Write for Particulars

Associated Editors, Inc.
440 S. Dearborn St., Chicago

At Last!

A Man Who Knows Everything!

WE HAVE HIM CORNERED. HE CAN'T GET AWAY, SO HE'S GOING TO GIVE THE PUBLIC THE BENEFIT OF HIS WISDOM.

ED WYNN

THE PERFECT FOOL

Who Sees All, Knows All and Makes Einstein Look Like a Moron

IS RUNNING A QUESTION BOX IN WHICH HE WILL SOLVE ANY AND ALL QUESTIONS PROPOUNDED.

Among Other Things, Ed Knows
When the Dead Sea Died,
Whether It's Proper to Walk on the Inside or Outside of a Lady,
Where Moses Went When the Light Went Out—and
If It's Proper to Use a Quill or Just a Plain Wooden Toothpick.

FOR TERMS WRITE
The Bell Syndicate, 154 Nassau St., N. Y. City
P. S. (Ed Wynn Knows Everything Because He Was There When It Happened.)

EDITORIAL RESEARCH REPORTS

REPORTS supply accurate information upon the major problems which call for frequent editorial comment.

The reports are for the information and review of editors and publishers, rather than for publication.

They are in use by the leading American newspapers and magazines.

The cost of this service, based upon circulation, is compatible with every moderately liberal editorial expense budget.

EDITORIAL RESEARCH REPORTS
828 18th St., Washington, D. C.

BROOKLYN CITIZENS ADVERTISE TO CURB WAVE OF CRIME

(Continued from page 3)

As for the people themselves, the citizens—they have adopted a do nothing attitude. They leave it up to the police, and while the police are doing the best they can, they need public support.

"Time is ripe now for the business man to get to the front. Citizens should take more interest in politics. Sob sisters on newspapers should spend more tears over the victims than over the murderers.

"Every newspaper man knows this situation exists. Let all of them now cooperate towards its elimination."

First copy in the drive appeared under the headline: "What We Are Trying to Do" and features as a sub-head the assertion: "The Spread of Crime Is the Greatest Menace in the United States Today!"

Text tells that for every 10 murders committed in London, England, 160 are committed in New York. Seven out of London's 10 are hanged, while only one out of New York's 160 is executed. Chicago is said to lead all American cities with a record of one murder a day, with similar conditions existing elsewhere.

Another full page headed "A Cyclone of Crime" reveals that there is no spot in the country immune from the destructive influence of crime.

"To get at the truth of the extent of crime," the text reads, "the Brooklyn Daily Eagle telegraphed every Attorney General in the United States asking for figures. There were 33 answers! In the great majority of cases the statement was made 'no crime figures available.' Out of 48 States 15 sent figures and they were incomplete."

After citing a few typical instances from available figures, this statement in a box concludes the advertisement:

"The lack of a Federal census of criminal statistics secured through co-operation with officials of all the States constitutes our greatest handicap in handling crime. A glance at your newspaper will show the hourly increase of crime in every corner of the U. S. HOW CAN WE WIPE OUT THE CRIME SPOTS, IF WE DON'T KNOW WHERE THEY ARE?"

In bold face above the box it is reported on the authority of the American Bar Association that during 19 years ending in 1923, 100,000 persons were done to death by "poison, knife, or other unlawful injury," in this United States of America. In 1900 murder was at the rate of 5 per 100,000 of population. Now it is 10, a 100 per cent increase.

Graphically illustrated by a hand clutching at the spire of a church, another advertisement in the series cries out against the "clutch of crime" and asks: "Will it tear down the church? And—if it does, what will happen?" Then it proceeds in answer:

"Chaos would reign in all parts of the civilized world. Your property would be valueless. Your business would be wrecked. Your home would vanish. Your family would be unsafe. You and your neighbors would revert to the social condition of the cavemen when the strongest arm, swinging the biggest club, took whatever its owner desired!"

"It is the church that has sustained whatever progress we have today. Religion rules mankind. It is the backbone of our laws. It is the cornerstone of our

faith in one another, without which there could be no business, no social stability.

"It is the plain duty of every citizen to support the church, without which Brooklyn could not support us. Are YOU doing your part? The church wants YOU. Not just your money, but your presence at church services, your work for church extension, your personal effort in evangelization.

"Non-churchgoers are exerting a most malicious influence. Smug indifference is responsible for all that is wrong with our city. Do you sit idly by and criticize? Are YOU a shirker?"

"Prove yourself a good citizen, show your gratitude for the good things you have in life, by going regularly to church—any church. There are 583 of them in Brooklyn—one within walking distance of every home."

"Why Go to Church?" heads another of the series, with the reasons in the text quoted from Theodore Roosevelt.

These Rooseveltian reasons are:

"FIRST: In this mutual world, a churchless community, a community where men have abandoned and scoffed at or ignored their religious needs, is a community on the rapid down grade.

"SECOND: Church work and church attendance mean the cultivation of the habit of feeling some responsibility for others.

"THIRD: There are enough holidays for most of us. Sundays differ from others in the fact that there are fifty-two of them every year—therefore, on Sunday, go to church.

"FOURTH: Yes, I know all the excuses. I know that one can worship the Creator in a grove of trees or by a running brook, or in a man's own house just as well as in a church. But I also know as a matter of cold fact, that the average man does not thus worship.

"FIFTH: He may not hear a good sermon at church. He will hear a sermon by a good man who, with a good wife, is engaged all the week in making lives a little easier.

"SIXTH: He will listen to and take part in reading some beautiful passages from the Bible. And if he is not familiar with the Bible, he has suffered a loss.

"SEVENTH: He will take part in the singing of some good hymns.

"EIGHTH: He will meet or nod or speak to good, quiet neighbors. He will come away feeling a little more charitable toward all the world, even toward those excessively foolish young men who regard church-going as a soft performance.

"NINTH: I advocate a man's joining in church work for the sake of showing his faith in his works."

The campaign is localized by copy made up from constructive suggestions obtained from local religious and legal leaders. The broadness of the drive is proved by the fact that these suggestions are, from Rabbis, Catholic priests, and protestant clerics.

The man who has gathered the facts for the series and has set them down in convincing words and type, is a newspaper man of long experience.

Frederick Boyd Stevenson, when a boy, started his own weekly in Sandusky, O., in which he got very personal and hit hard when occasion demanded verbal blows. He called this, his first venture into journalism, *The Fly*.

Forced to quit his fiery denunciations, he sobered down and went to work as a reporter on the old *Sandusky Register*. From there he went to the *Cleveland Leader*, working under Edwin Cowles, one of the founders of the Republican party.

His interest in politics became active, and he spent three years as political reporter at Columbus, O., sending despatches of state interest to the old *Cleveland Herald*.

The next journalistic step Stevenson took was into the Chicago field. There he was night city editor on the *Chicago Herald*, when H. H. Kohlsaat held sway. Next he had instruction handed out by Wilbur F. Storey, of the *Chicago Times*, the first sensational newspaper in America. In 1882 he became Sunday editor of the *Chicago Tribune*, holding that position three years. He had also been city editor of the *Chicago Daily News* under Victor F. Lawson for a while.

Coming to New York eventually, he joined the staff of the *New York Evening World*, and from there he went to the *Eagle*, 21 years ago. His daily column in the latter newspaper is called "Top of the News."

"I was raised in the newspaper world along with a lot of blamed good printers," he said this week. "I am, therefore, a believer in the power of type, a believer in the effects good typography can have on people.

"For that reason, if for no other, I firmly believe an advertising campaign directed against crime will be successful."



Imperial Sails Into New Bedford

THE Imperial Plus Metal Plan has reached the port of New Bedford, Massachusetts—famed in the early nineteenth century as a whaling center. In this now thriving manufacturing city the Plus Plan is the chart whereby the Type Metal course of The Evening and Sunday Standard and The Morning Mercury is steered.

The Plus Plan is indeed a thoroughly reliable chart by means of which Publishers can steer a safe course for their type metal. It enables them to avoid difficulties ordinarily encountered by type metal and to give their metal many more years of usefulness.

Hundreds of leading publishers place complete confidence in the Plus Plan as a safe chart for their metal. Regardless of the size of shop or the kind of Metal the Plus Plan gives the same dependable service.

Use the Plus Plan as a Type Metal Chart

If you want your metal to give perfect service and continue that service for years to come, you should adopt the Plus Plan as chart for your type metal. Let us send you a copy of the Plus Plan.

Imperial METAL
 Linotype—Monotype—Intertype
 Stereotype
 Elrod—Ludlow—Linograph—Thompson
Imperial Type Metal Co.
 Philadelphia—Cleveland—New York—Chicago

BEST BY ACID TEST
 TRADE MARK REG.

Salt Lake City
 Is the Industrial, Agricultural and Distributing Center of Utah, Idaho, Western Wyoming and Eastern Nevada—a territory of promise attributed to the enormous mineral and other resources of this "Wonder Country."

The Salt Lake Tribune
 is a force and an influence responsible for much of this growth and development.

The Tribune is first in everything in Salt Lake City, having an A.B.C. Circulation of 42,892 Daily and 70,364 Sunday. The Tribune's circulation greatly exceeds any other Salt Lake City newspaper.

Represented by
 The S. C. Beckwith Special Agency
 New York, Chicago, St. Louis, Detroit, Atlanta, Kansas City.

Vanderbilt
 means
 Newspapers
 Clean Enough
 For Every
 Home!

Where do you want your advertising to go?

Dominant
 and headed up by
 in the rich
Louisville
 field

The Courier-Toural
THE LOUISVILLE TIMES

Represented Nationally by
 The S. C. BECKWITH Special Agency

Greater Stories for the Great American Boy!
The Prickles Series
 By Henrique R. Frances
 (Each Chapter a Complete Story)

Released Exclusively Through Arco Newspaper Feature and Fiction Service, Irvington, N. J.

SEES DAILIES ABSORBING MAGAZINE FUNCTIONS

Glenn Frank Predicts Great Writers and Educators of Future Will Put Their Messages to the Masses in Newspapers

There's a greater future coming to the newspaper, a future in which its columns will become of increasing influence, and in which the functions of the magazine will be more and more absorbed by the newspaper, as the former slowly vanishes.

That is the prediction of Dr. Glenn Frank, former journalist, now new president of the University of Wisconsin, made in an interview upon his arrival at Madison, Wis.

While forecasting this great future for the newspaper, Dr. Frank sees the gradual disappearance of the present type of magazine, to be replaced by the greater newspaper and by small books not much larger than pocket size, as their publication becomes profitable.

"I see the newspaper as a great agency for educating the masses," said Dr. Frank. "And I see on the other hand, the increasing publication of condensed books in the future, with a limited number of pages, as such publication becomes profitable. Articles contained in these reduced books will cover briefly all the subjects, all the opinions of world writers, that have heretofore been within the realm of the magazine.

"In the modern Sunday supplements the trend towards the magazine functioning of the newspaper is evident. In the years to come, men with ideas, men with things to present to the world will turn to the newspaper, instead of the magazine, as the medium through which they make speak to the masses.

"In the newspaper or the magazine of the present I see two kinds of journalism, each equally important: one that goes gunning for leadership and the other that talks to the crowds.

"If I should remain in journalism, I'd feel equally happy editing an organ of either class, a good periodical of a million circulation, or one that appeals to but 25,000 people, all of whom are the moral and intellectual leaders of their community, the persons whose influence is pervading.

"In the present journalistic scramble, some editors overlook the fact that opportunities exist for both classes."

WHAT OUR READERS SAY

A Tribute to Lawson

To EDITOR & PUBLISHER: To the rising generation of newspaper men I wish to commend the career of Victor F. Lawson, of the *Chicago Daily News*, recently deceased.

To begin with, Mr. Lawson developed one of the cleanest and best newspapers in the country. It is one of the worthwhile models. As he became wealthy and influential he used that wealth and influence in many, many ways for the betterment of his fellows. With it all he was a modest and most charming gentleman.

Any young newspaper man who aspires to worthwhile fame and genuine usefulness, cannot do better than to study the life work of this great and good man. The country needs more of his kind.

Peace to his ashes and green be the memory of his splendid career.

G. B. DEALEY,
President and General Manager.
Dallas Morning News.

The Postal "Business"

To EDITOR & PUBLISHER: You reprinted Postmaster-General New's illuminating (?) information, at the Postmasters' Convention in Cleveland, last week, where he "estimated" the expenditures for 1927 as \$750,000,000 and the receipts as \$703,000,000 and then asked, "would not any other corporation, whose products were being sold at a loss, increase its rates?"

When a corporation faces a loss, it usually

does one of two things: It cuts down its expenses, or, it pushes sales to the point where sales volume makes a profit. And generally it does both!

For instance, if a corporation was paying .2677 cents per mile for its 44,000 R. F. D. routes (at an annual loss of \$87,000,000), while it was getting the identical service on its Star Routes, that are put out on bids, for only .1337 cents per mile, I believe any corporation would change its methods, put out all cartage on bids, and save half of that \$87,000,000. And this half alone would be more than the \$40,000,000 "expected deficit," which figures Mr. New recently got out. And there are several other items that could be trimmed down with similar savings.

Postmaster-General New made this statement just after the chairman, L. L. Fairfield, of the Postal Committee of the Chicago Association of Commerce, at the Chicago Postal hearing, "emphasized very strongly the fact that the way to increase volume in any business was to popularize the rates, and the way to decrease volume was to increase rates, and this was exactly the effect these present rates were having in the post office, because the anticipated revenues would not be forthcoming under the high rates."

Congress felt that to raise the \$68,000,000 postal workers' pay they need only increase the rates, and, presto, everybody would go on using the mails to the same extent as formerly. But see what the Post Office Report of July 20th, shows, covering the quarter ending June 30, 1925 (the rates were raised April 15th), as compared to the corresponding quarter of 1924:

- 5% drop in number of letters mailed.
- 8% drop in number of pieces 3rd class matter.
- 36% drop in number of parcel post packages (and Postmaster-General New estimated "approximately 40% of the number of pieces of what was formerly 4th class matter has gone into 3rd class," and yet, in spite of this, 3rd class matter shows a drop of 8%.
- 30% drop in number of Registered letters.
- 27% drop in number of insured parcels.
- 5% drop in the number of Special Delivery letters.
- 9.17% drop in the amount of money sent by money orders.

But the worst drop of all is 57% in the number of newspapers and magazines re-mailed by the general public to their friends or relatives in other cities. These newspapers, etc. were formerly mailed for 1 cent for 4 ounces. Today it costs 4 cents for 4 ounces, while a large Sunday paper mailed from New York to Pacific Coast points costs 24 cents. The souvenir post card formerly mailed at 1 cent now costs 2 cents, and the souvenir post card has practically dropped out of the market. All of this shows that the public generally hedges at paying even 1 cent postage raise. If they will not return the reply post card of advertisers, now that it costs 2 cents where formerly it cost but 1 cent, can you blame business hours for feeling the injustice of the new postal rates?

Do you suppose any business house that spends \$1,000 in postage on his sales literature, and is now asked to spend \$1,500 on mailing that same amount of literature, would not have spent that extra \$500 if he profitably could have done so? Third class mail is the salesman. The increase of 50% in 3rd class postage is like compelling a concern to add another salesman to every two it now has, but stipulating that that extra salesman must be deaf and dumb.

Hundreds of concerns write me that they have changed from postal insurance on their packages to private insurance companies because of a saving in costs. Why, I ask, can't the Government do things (where they should only hope to break even) as cheap as smaller companies who must make a profit? The largest newspapers and magazines employ privately owned transportation lines in place of the postal service, and at a great saving from what the Post Office charges would have been, as was shown by the testimony of the representatives of the newspapers and magazines at the postal hearings. If privately owned concerns can do this at a profit for less than the great United States Postal system, why can't the Government do it for the same lower figures? This may suggest to Mr. New what "any corporation would do, etc."

Mr. New stated the case exactly when he said: "The Post Office Department is prac-

tically in the hands of Congress in the matter of fixing rates." Respectfully,

GRIDLEY ADAMS,
Executive Secretary
National Council of Business Mail Users.

A Plea for "Lineage"

To EDITOR & PUBLISHER:—Your little editorial which calls for a "referendum" on adoption of "lineage" as the proper spelling of a word of two syllables that is used in writing of the number of lines, instead of "lineage," a familiar word of three syllables which means something else, will please the advocates of reasonable reform in English orthography—perhaps even may cheer the extremists as a ray of hope for the ultimate success of their crusade!

I am sure the advertisers will vote "aye" unanimously to abolish the useless "e" in the two-syllabled word that conflicts with the other word. Even if the "poll" shall result in a majority for "line-age," the proper style "line-age" for use in the reading columns of EDITOR & PUBLISHER need not be forbidden; I have in mind a magazine which always uses "buses" as the plural form for "bus," yet permits advertisers to spell it "busses" if and when they so desire. Indeed, a fastidious or an opinionated advertiser may regard it as his right to spell a word according to his own preference in his paid-for advertisement, no matter what the style of the newspaper may be in respect to that word. Such a concession is not uncommon among publishers.

You may receive arguments that "mileage" is a common spelling, and that the old form "milage" (both are given in dictionaries) is seen rarely. However, although the "e" in this word is unnecessary and "milage" is the shorter and more-sensible spelling, there is no word of three syllables, as "mil-e-age," to conflict. "Lin-e-age" and "line-age" make confusion.

The name of that marvelous machine, the "linotype," is correctly pronounced "lin-o-type" or "line-o-type"—generally "line"—but its namer wisely omitted the letter "e" in the first syllable. "Vineage" is pronounced "vine"; "lineage" is analogous. "Dotage" is derived from "dote"—but advertisers are not in this class, hence "lineage" is bound to triumph!

J. JOSEPH LAWRENCE.

Yonkers, N. Y.

Thirty-two children, winners in Reading Contests held by the *New Bedford* (Mass.) *Evening Standard*, were presented with medals by President Coolidge and Mrs. Coolidge at Swampscott, Aug. 28.

A TOAST TO CARL HUNT

Testimonial Luncheon Given Retiring Manager of A. A. C. W.

Carl Hunt, who has resigned as manager of the Associated Advertising Clubs of the World, effective Sept. 15, was guest of honor at a testimonial luncheon held at the Advertising Club of New York Sept. 4.

Among leaders of organized advertising present were C. King Woodbridge, A. A. C. W. president, Jesse Neal, executive secretary of Associated Business Papers, Inc., and Edwin T. Meredith, former Secretary of Agriculture and publisher of *Successful Farming*, Des Moines, Ia. Reginald Colley, of the association staff, was toastmaster.

Mr. Hunt resigned from the A. A. C. W. to become vice-president of the Orlando (Fla.) Chamber of Commerce. He will be succeeded by Earle Pearson, present educational director.

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory. A. B. C. Sept. 30, 1924, *124,468 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 129,834
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

Our clients know what we mean by "permanent classified growth."

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising
Counsellors
Packard Building, Philadelphia

Pittsburgh Press

"Giant of the Newspaper World"

A Scripps-Howard Newspaper

Represented by
ALLIED NEWSPAPERS, INC.

The Morning Telegraph

Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.

Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.

The Morning Telegraph
50th St. & 8th Ave., N. Y. City

Montgomery County, Pa.

offers an unexcelled market through the

Norristown Times Herald

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.

MAGEE, SEEING "CONVICTION THROUGH POLITICAL JOBBERY," IS UNAFRAID

"I AM to be convicted by political jobbery."

This statement is made by Carl C. Magee, editor of the *New Mexico State Tribune*, in the first article written by him for his newspaper following the brutal attack upon him by his political enemy David J. Leahy, former state judge, and the accidental killing by the editor of John B. Lassiter, a state highway official who had sought to rescue Magee.

Mr. Magee's remarkable article follows in full text:

I'm "looking backward" tonight. But it is only preparatory to looking forward again tomorrow. I am trying to see where I started; the route I have traveled, and where I have arrived. This, not in a personal sense, for I leave my personal fortunes largely to care for themselves, but from the standpoint of public service. I want to reestablish my bearings for the future. I need to re-assure myself—or having taken my reckonings, to change my course. I don't know what I am going to say. But I will do my thinking on paper and thus bare my heart to my readers.

My enemies say I am malicious, vindictive, slanderous and abusive. Am I? Probably thirty will cover the number of people I have attacked with enough vigor in more than five years of editorial work to come within the meaning of the people who use the above adjectives. In that five years I have never mentioned the private lives or personal shortcomings of a single man or woman. Not one! No one can name one. I have mentioned such official and public acts as have a direct bearing on the public well being.

In discussing these things I have done so with the same plainness that citizens talk about them in their private conversations. Why shouldn't I? It is the public service which is concerned. It is the people who are imposed upon. Why not tell them frankly? How else work a cure?

I have lived in an atmosphere of malice, vindictiveness and abuse. Those whose graft I have attacked hate me with a holy hate. I have unceremoniously taken them by the hind leg and pulled them away from their swill trough. They squeal and bite.

I have never hated any man on earth. I hate no man today. I would injure no one personally. I would interfere with no legitimate business. But the corrupt official, or grafting favorite, is "my meat." I'll pound him until he quits, not because I love to pound him but because I want him to quit.

They say I attack everybody. This, of course, is false. What man or woman in private life have I ever criticized? Whose personal foibles have I discussed? Who has occasion to fear that my pen will hurt his private character? My worst critic must answer, "No one."

Have events justified my criticism of Albert Bacon Fall? Yet they once accused me of attacking a great and good man. Should railroad attorneys like W. A. Hawkins have been permitted to foist rotten and discriminatory legislation on a state? Sully I criticized for his political contributions in order to hold a state at his mercy in mine tax matters. When he quit that practice I let him alone. Was I justified in what I said about Gregory Page? Has not Reed Hollman proven beyond doubt that he is unfit for a judge? Hasn't D. J. Leahy shown himself wholly unfit for a judicial seat? Which of these men have I wronged? Yet these, with Roberts, Askren, Sec. Romero and a few others have held a state in peonage to them for years.

Think of a state finance board, charged with the care of a state's money, yet never meeting. Think of \$350,000 in a "busted bank" without bond. When \$45,000 was the limit to which it was entitled.

Think of state officials drawing interest to their private account on public money.

Think of a penitentiary with starving, lousy prisoners governed with a baseball bat. Think of the awful conditions of the insane asylum. Think of the stolen funds in half the counties of the state. Think of a land office where favoritism and graft reigned supreme.

Things are changing, aren't they? And it has been by the merciless hammering of recreant officials that these changes have been brought about. Yet, not a word have I said about the private lives of these officials. But their records as officials I have revealed without compunction. There was no other way to bring reform. I have turned on the light and the people are finding their own way.

Wrong always has hated right. Men cling tenaciously to graft. They resist giving up special privilege. They will fight bitterly to retain dishonest public pay. The man who attacks them must expect every species of assault until their hold is broken. They will destroy him by all unscrupulous methods in their power.

This is the point where we have arrived. Has it been worth while to fight? A week ago I would have said "yes" without hesitation. Tonight I have a doubt. The price may be too high. Helping redeem a state is a glorious privilege. But with the "roughing" one receives from those whose graft is hurt, I sometimes wonder. By a trick of fate these grafters whom I have always had on the run, have driven me on the defensive.

The call to the hosts of corruption has gone out. Now is the time to eliminate me if every one joins in the drive. Already the "framing" has begun. I can't tell you about it now, but I know about it. New witnesses have already been "discovered." Prosecuting officials are being "assisted." A man hunt by the whole gang is getting under way.

I must thank the gentlemen. For five days I lay at home broken in body and spirit. The tragedy of it all affected me beyond the power of my will to dispel. Now my runners are bringing me details of the frame-up. I am to be convicted by political jobbery. I am not to have the privilege of standing with bowed head and broken-heart in a court while the evidence of my guilt or innocence is decided on the merits. I would like to have it that way. Justice is all I crave. But corrupt politics has already seized on my misfortune and every effort is to be made to get rid of my annoying criticisms by seizing on my misfortune.

I say I thank the gentlemen. Like smoke in the nostrils of an old warhorse the challenge of this injustice reaches me. I must fight or perish. There can be no inert sitting by while the wheels of justice grind out the truth. I must fight to keep falsehood, malice and intrigue out of the hopper. I faced the inevitableness of my misfortune hopelessly. I can face intrigue and injustice with the light of battle in my eye and the thrill of conflict for a fair deal vibrating in my spine. My enemies are bringing me out of the Slough of Despond in which I was sunk. I'll be there to save my usefulness to the people of New Mexico. I will go on militantly.

Takes Full Page of Classified

Dallas E. Winslow, used car dealer of Saginaw, Mich., believes in the efficiency of classified advertising in promoting sales. On Sept. 4, he took a full page of classified in the *Saginaw News Courier*. The copy was not used in connection with any "sale" or stunt. On the same day another dealer used three full columns.

ADDRESSES WANTED

- C. A. SHERWOOD
- E. J. WILLIAMSON
- CHARLES B. STEERE

INDUSTRIOUS

PROGRESSIVE

ILLINOIS

A LUCRATIVE MARKET

- FIRST IN PACKING INDUSTRY
- SECOND IN FARM VALUES
- THIRD IN MANUFACTURING

Scattered, inefficient advertising has been one of the handicaps in the progress of national distribution.

The manufacturer who undertakes the thorough merchandising of his product in this wealthy, industrial and agricultural state, using the following local papers, will have an incredible advantage over all competitors.

DON'T DELAY YOUR ADVERTISING CAMPAIGN

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News(E)	17,901	.06	.06
†Chicago Herald & Examiner.....(M)	355,799	.55	.55
†Chicago Herald & Examiner.....(S)	1,120,294	1.10	1.10
Chicago Daily Journal(E)	123,016	.26	.24
**Evanston News Index(E)	6,912	.04	.04
†Freeport Journal-Standard(E)	9,665	.045	.045
**Joliet Herald News(E)	18,979	.06	.06
**La Salle Tribune(E)	3,427	.025	.025
**Mattoon Journal Gazette.....(E)	5,460	.03	.03
†Moline Dispatch(E)	11,113	.045	.045
**Monmouth Daily Review Atlas(E)	5,590	.035	.035
**Ottawa Republican Times(E)	5,390	.03	.03
**Peoria Star(S)	23,382	.075	.06
†Rock Island Argus(E)	11,248	.045	.045

**A. B. C. Statement, March 31, 1925

†Government Statement, March 31, 1925

COOPERATIVE AD PLAN BRINGS DOCTORS IN

Richmond, Ind., Advertising Man Writes Series of 26 Articles Totalling 20,384 Lines of New Business—Applicable Generally

By C. H. CLAY

The physician, heretofore barred by his rigid code of ethics as a prospect for advertising copy, has become a source for a legitimate campaign through the idea of Edward J. Trefinger, advertising manager of the *Richmond (Ind.) Item*.

In a series of 26 articles, Trefinger has compiled one of the most important messages yet designed to help the doctor collect his money for his services. The articles present also a human appeal to people to give the doctor a square deal and picture him as the "best friend" who sometimes gets the worst treatment.

The series is sold cooperatively to the physicians in any city. The physicians simply pay a stipulated amount each to the fund necessary to defray the cost of publication.

The ad campaign is copyrighted by Mr. Trefinger.

The 26 articles total 20,384 lines of advertising. From a source that has heretofore been non-productive, Trefinger points out this is "new business." The plan was first tried out in Richmond with practically every physician joining.

In presenting this plan, said Mr. Trefinger today, it has developed that physicians have wanted and needed publicity but because of the ethics of the profession, they could not obtain it, now they avail themselves with an enthusiasm that is an innovation to the solicitor.

The solicitor calls his proposition a campaign of "educational publicity" and states that it is designed to give real service to the doctor who largely trusts to the honesty and fair mindedness of his patrons to pay him for his services.

The first article paints a picture of the physician's job—how he seldom has an evening at home and showing the time he is required to give to the public. The value of his service as a rule is not appreciated at its full value, the article says, pointing out that many persons fail to pay their doctor under six months.

The second article presents the physician from the angle of "Who Is Your Best Friend?"

Article number three deals with "Do You Call One Doctor and Owe Another?" This urges the citizen to be square, straightforward with the doctor the same as with the grocer or other merchants.

Number four takes up the matter of the physician's business ability and states that considering them in the majority, most of them are so devoted to their profession they fail to care for the business end of their work. This urges the citizen to pay the doctor promptly.

The other articles tell an interesting story about the old family doctor, how as the years progressed methods have changed and today the doctor spends and studies to keep abreast of the developments in his profession. This progress is cited as another reason why the doctor needs his money at least within a 30 day period.

Mr. Trefinger has suggested that the paper presenting the series will find most physicians willing to pay \$25 each toward the cost of publication.

The appeal has been found general to members and non-members of medical societies.

Radio for London Blind

"Britain's Biggest Ball," to be held Dec. 15, is being organized in connection with the *London Daily News* "Wireless for the Wards" campaign to provide radios in every hospital. Their Majesties have headed the contribution lists, manufacturers are undertaking to equip whole wards free of charge, the British public is freely opening its purse prompted by stirring appeals printed in every issue of the paper and huge posters showing a blinded child with the caption "I cannot see—help me to hear."

Dailies Explain Newspaper Making

Processes of newspaper making were shown at a booth maintained by the *Des Moines Register and Tribune-News* at the recent Iowa State Fair, Des Moines. Linotypes and news printer machines were

in operation. Names of visitors were cast on linotype slugs as souvenirs, and were also printed in the Register each morning. Rotogravure processes were shown. Bulletins from the printers were posted and thousands gathered when news of the Shenandoah disaster was being received.

La Razon Issues Promotion Book

Buenos Aires La Razon has compiled a booklet with color cover describing that newspaper and carrying biographies of its executives. It has 38 pages and is profusely illustrated.

SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

Printers' Outfitters.

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Photographic Morgue.

An accurate complete condensed photographic morgue for new Tabloid daily. Must be in good condition, and up to date. Write at once to Ross Murphy care of Tampa Evening Globe, 1411 Grand Central, Tampa, Fla.

For Sale.

We offer for sale at a bargain for cash, 1 Hoe Moulding Machine for wet mats, 2 Pneumatic Steam Tables, 1 Hoe No. 7 Metal Pot, (5,000 lb. capacity) with Pump, and 2 Hoe Generators. For full information, address Gulf City Publishing Company, Tampa, Fla.

For Sale—Cheap.


Used Goss Mat Roller for wet mats only. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE


Newark Advocate
Newark, Ohio

We refer you to them for their opinion



MAIN OFFICE
Conway Bldg.
111 W. Washington St.
CHICAGO

EASTERN OFFICE
Marbridge Bldg.
Broadway at 34th St.
NEW YORK



Write for Information Concerning

Wilke's Metal Insurance Plan

It Will Save You Money

Metals Refining Co.
Hammond, Indiana

Warehouses in Principal Cities




Some outstanding and exclusive features of The Goss Combination Wet and Dry Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 1 1/4 seconds; dry mats in 2 1/2 seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT

Made in both wood and steel.

Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.

For sale by all prominent Type Founders and Dealers everywhere.

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.



Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

HOE New-Design Heavy-Duty Matrix Roller



Designed Especially for Dry Mats

Built especially for heavy-duty work from the best grade of materials. Heavy supporting Frames are cast in one piece and secured by two substantial crossbar castings. Bed, with five second travel in one direction for wet mats and twenty second travel for dry mats, accommodates the largest single and double-page chases in ordinary use.

R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. also at DUNELLEN, N. J. 7 Water Street BOSTON, MASS.

Rebuilt GOSS & HOE PRESS BARGAINS ALL TYPES SEND for LIST

THE GOSS PRINTING PRESS CO. CHICAGO - NEW YORK - LONDON

THE MARKET PLACE OF THE NEWSPAPER

5c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

30c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

10c per word per insertion, cash with order, for advertisements under any other classification.

60c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Man.
Experienced daily paper ad solicitor, writer, familiar with making layouts, etc., desires position South. Address Box A-812, Editor & Publisher.

Advertising Manager or Assistant.
Now employed, seeks position with greater opportunity for future, 10 years' experience as street man, assistant and manager. 4 1/2 years present position. Can handle department stores, automobiles, general advertising or entire department. Good copy writer. 32 years old, married. Prefer Eastern or Central paper. Will go anywhere if permanence and advancement are assured. Address A-823, Editor & Publisher.

Advertising Solicitor.
32 years old, college education, married, good address, 9 years' successful display experience in Middle West, best reference. Address A-822, Editor & Publisher.

Business and Advertising Manager
with unquestionable record for maximum production, even under the most adverse conditions, contemplates making a change in the near future for purely personal reasons. Now employed in Eastern community of 125,000. Business increased over \$15,000 per month in two years. A thorough executive and big personal producer. No objection to second or third paper if real opportunity is offered. Age 36, married, excellent reputation. Address Box A-829, care Editor & Publisher.

Circulation
Canvasser or classified advertising man wishes a position. A-528, Editor & Publisher.

Circulation Man.
Increased circulation, advertising revenue and reader interest in news items and editorial content are possible in any locality, providing successful newspaper experience is represented by a man who has done it; such a man will be available October first for a three-year contract, and will invest necessary funds to put it over; matter held confidential. Address Box A-791, Editor & Publisher.

Circulation and Promotion Manager.
Competent fully experienced daily Sunday and evening papers all phases of department and work. Address Box A-830, Editor & Publisher.

Classified Advertising Manager.
Thoroughly experienced in every phase of classified advertising; namely, department organization, correct page make-up, best composing room method of handling, collections and promotion. Past experience has proven me a producer and a business builder. Know how to get the maximum out of organization. Can handle men-merchandising man with business experience. Will consider position only where full cooperation will be given and with a publisher who is willing to share the increased profits. Have outgrown present connection. Available about October 1. My past record on three newspapers in the New York metropolitan district will sell you. Ask for it. Box A-832, Editor & Publisher.

Classified Manager.
Thoroughly experienced with excellent record. Now employed but available at once. For full information address Box A-834, Editor & Publisher.

Editor.
Ten years' experience—newspapers, house and trade publications. Versatile writer and possessed of complete publishing knowledge. Location desired—New York City. Now employed but desire connection that offers greater editorial possibilities. College man—single—Christian. Address Box A-833, Editor & Publisher.

Editorial Writer.
Now editor progressive daily, but not stockholder. Seeking broader writing field. Editorial work has received national recognition. Will submit published work to attest this fact. In no hurry to make change. Will give prospective employer ample opportunity to study ability. A-835, Editor & Publisher.

Editorial.
Man of ability and wide experience, mainly metropolitan, seeks connection with first class paper, editorial or feature writing preferred, but will accept job in another capacity. Desires permanent connection where there is a future. Address Box A-831, Editor & Publisher.

Situations Wanted

Editorial.
News, Telegraph, City Editor, General or Political Reporter, foreign experience, with 15 years on metropolitan papers desires change. Available short notice anywhere. State salary. Box A-818, care Editor and Publisher.

News Editor.
Afternoon, large city, wishes change to position in or near New York. Expert copy desk, make up, rewrite. Editorial experience, ten years Washington correspondent. Married. Best references. Box A-824, Editor & Publisher.

Newspaper Manager.
An all round newspaperman, having a complete knowledge of every phase of the newspaper, who has been business manager or general manager of papers of 50,000 to 100,000 circulation, and editorial executive experience as well, after being out of newspaper work for a short time, now wants to return to the newspaper business or to a business allied with newspapers. In the prime of life. Aggressive. Strong personality. A builder. Clean. Can invest up to \$50,000. Address A-752, Editor & Publisher.

Publicity Man.
Experienced publicity and public relations man, now newspaper executive, desires position in or near New York. Would start at low salary with right concern. Box A-825, Editor & Publisher.

Sports Editor.
Wants to locate on evening paper near New York. Writes own daily column and can make up page. Experienced in baseball, football, boxing and basketball. For further information write, mentioning salary. A-816, Editor & Publisher.

Reporter.
Young man, 27, desires position on small or large paper in East. 6 years' experience on city and metropolitan newspaper and publicity staffs. Moderate salary. A-815, Editor & Publisher.

Washington Correspondent.
thoroughly capable, available starting this fall at reasonable rate for two or three Democratic or independent papers. B. D., 2217 Pennsylvania Avenue, Washington, D. C.

HELP WANTED

Auditor; Accountant.
Must have thorough experience; general books, advertising, circulation records, accounting; voucher system, journalizing, must be experienced newspaper man. Plenty of hard work. Write complete information first letter giving full experience, recommendations. Address Kendall B. Cressey, Bridgeport Times, Bridgeport, Conn.

Circulation Manager.
We have two desirable openings for two newspaper circulation managers who know how to build up and manage a force of house-to-house salesmen, and a force of collectors besides a small office staff. Applicant must be at least thirty years of age with five years' experience. Ernest A. Scholz, Circulation Director, The Butterick Publishing Company, Butterick Bldg., New York City.

Society Editor.
The St. Petersburg Times has an opening for a high grade society editor who can write in an entertaining manner, get pictures and do chatter stuff. Send samples of work with letter, giving references, full details of experience and salary requirements to John W. Falconner, Managing Editor, St. Petersburg Times, St. Petersburg, Fla.

Syndicate Salesman Wanted.
To handle as side line non-competitive feature now used in 120 newspapers. Liberal commission; confidential. A-836, Editor & Publisher.

Wanted.
Good reporter and desk man with some executive ability. Splendid opening. Will be needed to concentrate on Sunday paper. This position is offered with the view of putting right man in full control of editorial department. Small town, living conditions ideal, wages \$40.00 to start. Address A-821, care Editor & Publisher.

Help Wanted

Advertising Manager.
The first newspaper in a city, upstate New York, circulation 20,000, wishes to engage an advertising manager to take charge of its staff of six men. In order to qualify an applicant will have to have had actual managerial experience as well as the ability and the inclination to solicit and develop business himself. Salary \$6000 yearly, bonus too. Send complete information about yourself to Box A-837, care Editor & Publisher.

Wanted.
Copy writer and lay out man with merchandising experience preferred. Must be able to create and write effective copy with original ideas. Splendid opportunity with leading combination dailies in Southwestern state. Give full details, submit specimen work. Unusual opportunity for the right man. A-817 Editor & PUBLISHER.

Wanted.
Morning newspaper in Central State wants assistant city circulation manager. A young man who will be capable of doing work that he can be promoted to circulation manager. Must be capable of handling carriers and directing crew of solicitors. State age, experience and salary expected in first letter. Write Box 595—Lexington, Kentucky.

Wanted.
Young man with some slight knowledge of advertising and reportorial work. Unusual opportunity for young fellow who will start at \$25.00. If he is not making \$40.00 in six months he is not the man we want. Minimum living cost. Address R. A-820 care Editor & Publisher.

Wanted: City Editor
For afternoon daily in Michigan city of 13,000. Circulation of 10,500. Local staff of six persons. Conservative field. High standards of writing and editing demanded. Man with thorough training in small city field or fields preferred. The Telegram, Adrian, Mich.

Wanted: A Promotion Man.
Metropolitan daily in city of two hundred twenty five thousand located in South wants a promotion man to take charge of newly established promotion department. We prefer a man who is now an assistant in the promotion department of some large metropolitan daily. The man we are looking for must be an executive capable of taking entire charge of department, must be statistician enough to develop facts and figures regarding the paper and then be able to write a convincing advertisement with the facts developed and must come well recommended. With first letter enclose photograph giving age and by whom employed during the past five years also what salary expected. This is a real opportunity for a man who can fill the place. Address Box A-827, Editor & Publisher.

Buyer for Small City Newspaper.
I am in the market for a successful small city newspaper worth from \$150,000 to \$250,000, located preferably in the Middle West, South Atlantic or Eastern states. This is not a broker's ad. Replies treated in confidence. Address A-751, Editor & Publisher.

For Sale.
Daily paper in the west. Owner receives about \$40,000.00 yearly as salary and investment. Only paper in city, excellent plant, and fine opportunity, price \$110,000.00. Address for information to Box A-819, care Editor & Publisher, New York City, N. Y.

BUSINESS OPPORTUNITIES

S. T. COCKLIN DIES AT 81
Veteran Cincinnati Newspaper Man Began Work in 1867

One of the veterans of the newspaper profession in the Middle West passed away recently in Cincinnati in the person of Samuel T. Cocklin, for 35 years one of the telegraph editors of the *Cincinnati Enquirer*. Editor Cocklin was connected with newspapers in Cincinnati since 1867 when he entered the service of the old *Cincinnati Commercial*. For 27 years he served with that paper when he joined the telegraph staff of the *Enquirer* in 1894 as assistant telegraph editor. He continued

in this service until he retired two years ago by reason of blindness.

Mr. Cocklin was 81 years of age and entered newspaper work in 1867 in his home town at Carlisle, Penn., shortly after being discharged from the Union army which he had entered in 1862 when barely 18 years of age.

With one exception Mr. Cocklin was the oldest newspaper man in Cincinnati, the exception being Charles Stevens, former market editor of the *Enquirer* who was retired on a pension 4 years ago after 60 years service. Mr. Stevens is almost 94 years of age and was probably the oldest active market editor in the world when he retired at the age of 90 years and eight months. Mr. Cocklin's funeral was attended by numbers of his former associates on the *Enquirer* staff and the other dailies of Cincinnati.

Raises Sunday Price
The *Canton (O.) Daily News*, beginning Sept. 6, changed from five to ten cents a copy on the street and newsstands for the Sunday edition. For regular subscribers and mail editions the price will remain five cents. The daily will remain at one cent.

SOME NEWSPAPERS NOW AVAILABLE

Daily in moderate sized city east of Mississippi, good earning record.
Daily in Florida.
Profitable weekly, Florida.
Valuable weekly, Minnesota.
Good weekly in Georgia.
New York State daily.
Fine earning weekly New York State within hundred miles of city.

Capable newspaper men commanding moderate capital can invest to advantage in the above list. Write for particulars.

PALMER, DEWITT & PALMER
350 Madison Ave., New York City
Telephone Madison Square 8237

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

POSITIONS NOW OPEN
for COPY READERS
REPORTERS
ADVERTISING SOLICITORS
and DEPARTMENT HEADS
WITH GOOD NEWSPAPERS
IN SOUTH, EAST, and MIDDLE WEST.

Registration free. Confidential service. No obligation to apply for positions offered.

FERNALD'S EXCHANGE, INC.
THIRD NATL. BLDG., SPRINGFIELD, MASS.

INTERNATIONAL PAPER COMPANY.

New York, August 27, 1925.
August 26th, 1925, the Board of Directors declared a quarterly dividend of 1 1/2% on the 6% Preferred Stock and a quarterly dividend of 1 1/2% on the 7% Preferred Stock, payable October 15th, 1925, to holders of record of the respective stocks at the close of business October 1st, 1925.

Holders of the 6% Preferred Stock surrendering their stock certificates on or before October 1st, 1925, either to Bankers Trust Company, 14 Wall Street, New York City, or to the First National Bank of Boston, 67 Milk Street, Boston, Massachusetts, for exchange for the 7% Preferred Stock, together with the requisite cash payment of \$10 per share, will be entitled to receive the dividend payable October 15th on the 7% Preferred.

Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Treasurer.

DOLLAR PULLERS

BUSINESS TICKLERS

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

WRITE a cordial invitation to farmers to market their cotton in your city and then get signatures at \$1 or \$2 a name among business men.—Chas. H. Cowles, Poteau, Okla.

The building inspector can tell you the contractor who put up the most houses the past year. He will be a good prospect for space telling what he has done.—B. F. Clark, Pueblo, Col.

Very soon it will be profitable to suggest to automobile retailers that heavier advertising on closed cars should be carried with the coming of winter. For the second-hand dealers the same suggestion, offering to accept an open car in exchange for a closed car. Accessory dealers will take additional space stressing enclosures for open cars and heaters as well as chains, radiator shutters and similar winter equipment.—G. Smedal, Jr.

Thousands of amateur photographers are admiring their vacation snapshots. Why not offer prizes for series depicting a humorous, extraordinary or adventurous vacation trip, stipulating that prints must be made by town photo-finishers? Then take round the page proofs and show each photo-finisher the advantage of having his advertisement on the page.—A. B. C.

"That vacant room is costing you every day it is not rented. A want ad will cost you less and will turn the trick. It has for others. Why not you?" is the message of a prominent display ad run occasionally on the front page of the *Shreveport* (La.) *Journal*.—A. W. Roe, New Orleans, La.

Since some big companies are abandoning billboards and signs, the newspapers of smaller cities and towns are getting considerable advertising. Why not run some advertising giving credit to these concerns for helping the community to have a good newspaper. The community is indebted to the advertiser for the public service given by the newspaper.—Chas. H. Cowles, Poteau, Okla.

Few newspapers take advantage of their window space to advertise their commodity—advertising. The prize want ads that bring in scores of answers could be played up by cutting the ad out, pasting it on a black background and hooking it up with ribbons to as many dolls as there were people who answered the ad. If your larger space users are particularly successful in disposing of some commodity through newspaper advertising, get a sample of the commodity, put it in the window and tell how successful newspaper advertising was for the store.—F. D. H., Omaha, Neb.

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York

Concentrate on radio advertising. The winter stay-at-home evenings will soon be here.—G. Smedal.

Denver Barbers to Advertise

"It pays to look well." Under this slogan, barbers belonging to Denver Local No. 115 of the Associated Master Barbers of America, have announced that they will open an extensive advertising campaign, of which newspapers will largely be the medium.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

"MY FUNNIEST ADVENTURE," short narratives obtained by interviewing every policeman and fireman in the city, published one a day, forms an interesting feature. Street car motormen and conductors can be included.—R. R. Coats, Butler (Pa.) *Eagle*.

Monday morning papers are a test for ingenuity and cleverness. A good feature can be written by the night police reporter on everything that actually transpires at the station. It will be humorous, pathetic, romantic.—Gerald Forbes, Oklahoma City.

A feature headed "This is My Birthday" is being used by the *Des Moines* (Ia.) *Tribune News*. A picture of a prominent man is run with a short account of his life. A form letter usually gets the information and a photo. The material is good for the morgue.—H. F. K., Des Moines, Ia.

Who has read your newspaper continuously for the longest time? Several men and women of the community no doubt are proud of their records. A box on page one will bring much information for a feature, and will in addition be mighty good publicity.—Yandell C. Cline,

Schools are filled with human interest yarns now. Particularly in the lowest grade where little children are making their first school venture. Get their re-

OCCUPIES NEW HOME

Monrovia (Cal.) Daily News Printing from New \$16,000 Plant

The *Monrovia* (Cal.) *Daily News* has moved into its new building at 119 West Palm avenue. Less than three months elapsed from the time ground was broken until the building, a \$16,000 structure, was completed and occupied.

The new plant covers an area 46 by 100 feet. The front entrance, windows and marquee is elaborately decorated with art work and mosaic tile. The entire structure has been built of reinforced concrete with tile roof.

The front entrance leads into a lobby, the full height of the building, with a full-length counter separating the lobby from the business office. At either side is an ornamental stairway leading to the mezzanine floor where the editorial department is located. The rear part of the building is built almost entirely of windows and skylights, making ideal working conditions.

A page one feature headed "Today's Feature" was used by the *Sioux Falls* (S. D.) *Press*. A human interest story from a fourth to a half column long, such as the old drinking fountain, how a reporter obtained a certain story, the all-night labors of the old scrub woman in the bank building, etc.—H. F. K., Des Moines, Ia.

The *New Castle* (Pa.) *News* is getting good stories from local residents who received the "New Castle, Pa." plates the paper distributed last spring for attachment to motor license tags. Vacation trips and new places where the name of New Castle has been broadcast this summer have made several interesting local stories. The plates cost about 5/2 cents a set.—L. H. McCamic, New Castle, Pa.

Run a 1-column photograph and a short sketch of new teachers in the city schools.—G. Smedal, Jr.

"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.

Steady, Solid Success in Cities of All Sizes

Of the ten biggest cities in the United States, nine are regular, steady users of the Metropolitan Weekly Short Fiction Service. These nine cities are:

New York	Cleveland
Chicago	St. Louis
Philadelphia	Boston
Detroit	Baltimore
Los Angeles	

But the love of fiction being universal, our short stories are also each week getting and holding readers in cities down to 10,000 population.

ASK FOR SAMPLES

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager
150 Nassau Street, New York City

FRANCE
1 FRANCES
2 FRANKS
3 CRANKS
4 CRACKS
5

STEP WORD PUZZLES

By ARTHUR WYNNE

Father of Modern X-Words invents and patents new popular bit. Get it via—

KING FEATURES SYNDICATE, Inc.
241 W. 58th St. NEW YORK CITY

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.

"The Rise and Fall of Minnie Flynn"

By Frances Marion

is
A Serial

about
The Movies

It tells the
Truth about Hollywood

Write for Copy and Terms

The McClure Newspaper Syndicate
373 Fourth Avenue New York City

RADIO PROGRAMS ANY STYLE

Used in more than 150 newspapers; complete, CONCISE and accurate; IN YOUR LOCAL STANDARD TIME.

Write for TERMS and SAMPLES

AUDIO SERVICE

30 N. Dearborn St. Chicago

One-Third of the Nation's Wealth is in New York State

8,800,000 taxpayers in the United States paid a Federal income tax of \$1,761,660,599.

Fully 500,000,000 or almost one-third of the total amount was paid in New York State.

The wealth of an Empire, in the 49,204 square miles of area contained in the Empire State

In New York State you will find, also, the foremost newspapers of the nation, an excellent means for reaching this market of enormous buying power.

This wealth of territory and newspaper media did not come overnight and will not vanish with the morrow.

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	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
**Albany Evening News.....(E)	27,331	.08	.08	**Mount Vernon Daily Argus.....(E)	9,830	.05	.05
**Albany Knickerbocker Press.....(M)	32,519	.10	.10	**Newburgh Daily News.....(E)	11,811	.06	.06
**Albany Knickerbocker Press.....(S)	57,395	.14	.14	**New Rochelle Standard-Star.....(E)	5,084	.04	.04
**Amsterdam Recorder-Democrat.....(E)	7,788	.04	.04	**The Sun, New York.....(E)	247,370	.60	.66
††Auburn Citizen.....(E)	6,158	.045	.045	**New York Times.....(M)	852,882	.75	.785
**Batavia Daily News.....(E)	4,869	.04	.04	**New York Times.....(S)	598,244	.90	.882
**Binghamton Press.....(E)	34,017	.10	.10	**New York Herald-Tribune.....(M)	275,812	.594	.575
**Brooklyn Daily Eagle.....(E)	70,957	.22	.22	**New York Herald-Tribune.....(S)	830,504	.6435	.524
**Brooklyn Daily Eagle.....(S)	81,537	.22	.22	**New York World.....(M)	348,148	.595	.58
**Buffalo Courier and Enquirer.....(M&E)	79,900	.18	.18	**New York World.....(S)	581,660	.595	.58
**Buffalo Courier.....(S)	120,499	.25	.22	**New York Evening World.....(E)	310,967	.595	.58
**Buffalo Evening News.....(E)	129,782	.25	.25	**Niagara Falls Gazette.....(E)	19,859	.06	.06
**Buffalo Evening Times.....(E)	97,406	.21	.21	**Port Chester Item.....(E)	4,800	.03	.03
**Buffalo Sunday Times.....(S)	103,424	.21	.21	**Poughkeepsie Star and Enterprise.....(E)	12,335	.05	.05
††Buffalo Express.....(M)	48,437	.14	.12	**Rochester Times-Union.....(E)	69,849	.21	.20
††Buffalo Express.....(S)	58,086	.18	.14	**Syracuse Journal.....(E)	42,757	.14	.14
**Corning Evening Leader.....(E)	9,125	.055	.05	**Troy Record.....(M&E)	22,553	.06	.06
††Elmira Star-Gazette Advertiser.....(E&M)	33,559	.11	.11				
**Geneva Daily Times.....(E)	5,724	.04	.04				
**Gloversville Leader Republican.....(E)	7,022	.035	.035				
**Ithaca Journal-News.....(E)	7,452	.05	.05				
**Jamestown Morning Post.....(M)	11,209	.04	.035				
**Middletown Times-Press.....(E)	6,724	.04	.04				

** A. B. C. Statement, March 31, 1925.

†† Government Statement, March 31, 1925.

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