



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. 59

NEW YORK, JULY 24, 1926

No. 9

Coward's Bullet Stills Voice of Editor Crying in Wilderness for Decency

Nation Outraged by Don Mellett's Complete Sacrifice Serving His City—Story of Crime and Amazing Crusade Which Prompted It—Canton Now Aghast

(By Telegraph to Editor & Publisher)

CANTON, Ohio, July 20.—“Get busy or get out” is the *News*' greeting to Chief Lengel for the New Year. The *News* has little confidence in Lengel, and less in Ben Clarke and Ed Swope.”

Thus Donald R. Mellett, publisher of the *Canton Daily News*, whose life was snuffed out early on the morning of July 16 by unknown gunmen, editorially announced his crusade against political corruption in the police department after exposés of vice conditions had been printed.

Don, as the youthful publisher was affectionately known to intimate friends and all employes of the *News*, was a smiling fighter. No matter how bad things seemed, Don never expressed malice toward individuals, always claiming civic pride and hatred for the practices of the underworld as the motives for his fight.

“Don died as he had lived and fought,” Mrs. Florence Mellett, widow of the publisher said as she heroically held her composure following the murder. “He went out with a smile.”

She told how they had come home Thursday at midnight with Mr. and Mrs. Walter Vail.

“Don had gone to the garage to put the car away. I went to the kitchen to prepare a lunch and shortly afterward a revolver report rang out.

“A bullet whizzed past my head so close it displaced a hair. I saw Don fall and two men run down the street. When I reached him he had a smile on his face.

“Don, darling,” I sobbed, and took his head in my hands. He never said a word; just kept on smiling; he was dead.

“But that's the way he always was—always smiling and so enthusiastic about everything. Even when he was receiving the threats against his life he never ceased being cheerful and took them as a joke.”

Coming to Canton in January, 1925, as business manager of the *News*, Mellett through his association with the business men learned at first hand the background of the vice and political corruption which held Canton in its grasp. Always a staunch Christian, he advised a campaign against these conditions.

“They are too powerful to successfully cope with,” he was told on all sides. “Leave things alone, for as sure as they are stirred up there will be murder. At present murder has been forgotten for a time. We don't want a revival of the wholesale murders of a few years ago.”

Fear of the underworld could not be instilled into the heart of this intrepid newspaper man, as it had been into those of the business men. The besmirched name of Canton rankled in the heart of Canton's new citizen. His civic pride rose and he advocated a cleanup.

Though no one would aid him, he started a campaign through the *News*. Staff reporters were assigned to write



Don R. Mellett, journalism's forfeit to stupefied civic consciousness.

exposés of conditions as they found them. This was done under the supervision of Lloyd Mellett, city editor of the *News*, and brother of Don. Lloyd did most of the writing at the suggestion of Don.

In November, when Donald Mellett was made publisher of the *News*, he launched an editorial campaign against rampant vice and political corruption. The citizenry of Canton stood aghast at the nerve of this man who dared to take up the cudgels of righteousness. No one came to his aid and many even scoffed, while others predicted that he would not last long.

The citizens evidently knew whereof they spoke. He didn't last long—eight months. But those eight months were ones of the most unrelenting and uncom-

promising newspaper wars against vice.

The actual circumstances leading up to the dastardly shooting from the rear of Mellett were not of only eight months' standing. They started in actuality more than five years ago when bootlegging and hijacking became the leading occupations of the underworld characters.

These characters were and still are tenaciously holding the city in a grip of fear.

There have been many murders among the gangsters, bootleggers, dope peddlers and operators of bawdy houses which have been taken as a matter of course by the citizenry. Three outstanding unsolved murders are being recalled vividly since the slaying of Don.

The first of these was when “Mooney”

Kitsiz was strangely slain from ambush. Next was the Florence Nitzman killing, little more than a year later.

The third was that of Ruth Hunter nearly two years ago. Although never proved it is believed that the bootlegger's ring, dopesters and ill fame house operators were the sinister forces back of the killings.

During that period of two and one half years there were many other minor murders, almost in wholesale lots, but not of a prominent character.

Wanton murder then died down for a time as the Curtis brothers came into power in the city government. It was shown at later trials of E. E. Curtis, removed safety director, that he had the underworld so organized that they paid him regularly to operate. His two collectors, Harry Bouklias and Harry Turner, after perjuring themselves, turned state's evidence and caused the conviction of Curtis.

It again was the *News* which caused this exposure. W. Bernard Rodgers, then a reporter for the *News* but now an attorney, wrote a series of articles of conditions of graft prevailing about the City Hall, which aroused the citizens to action. The result was the removal by Governor Vic A. Donahey of C. C. Curtis as mayor and the ultimate sentencing to the Ohio penitentiary of E. E. Curtis, his brother.

Coming from a newspaper family, Don Mellett had the ethics and inspirations of progressive journalism instilled into him. He was the sixth youngest of a family of seven boys, all but one of whom are in responsible newspaper positions. He always claimed that a newspaper's work was to keep the public informed of what was going on and to protect it from corruption on the part of any public officials.

“A newspaper is the public's servant,” Don often told his associates, “and anything either directly or indirectly of interest to the public, whose money goes to conduct our nation, city and state, should be given to them and trust to their spirit to cooperate.”

In Canton Mellett found this spirit on the part of the citizens lacking. He fought a lone battle, except for a few of the more staunch citizens who helped him in a small way. None seemed to believe that the conditions were as bad as he pictured them.

Until the very last, he showed no relenting spirit. It was always on and upward. So strong did his attacks become, none of which were made until he had the actual facts and proof at his command, that threats began coming in from several sources.

Not knowing the meaning of fear and refusing to be intimidated, he fired volley after volley of editorial comment into and against the ranks of the bootleggers, dope peddlers, gamblers and bawdy house operators.

The police department also was under fire in Mellett's crusade against vice. He

charged that the influence of all the underworld vices reached up through the entire department. So strong did the crusade become against the Police Department that Chief Saranus A. Lengel was dismissed by Mayor Stanford M. Swarts on charges of inefficiency.

After a turbulent trial lasting more than 15 days and during which over 100 witnesses were examined, the chief was ordered reinstated by the Civil Service Commission. The mayor, refusing to

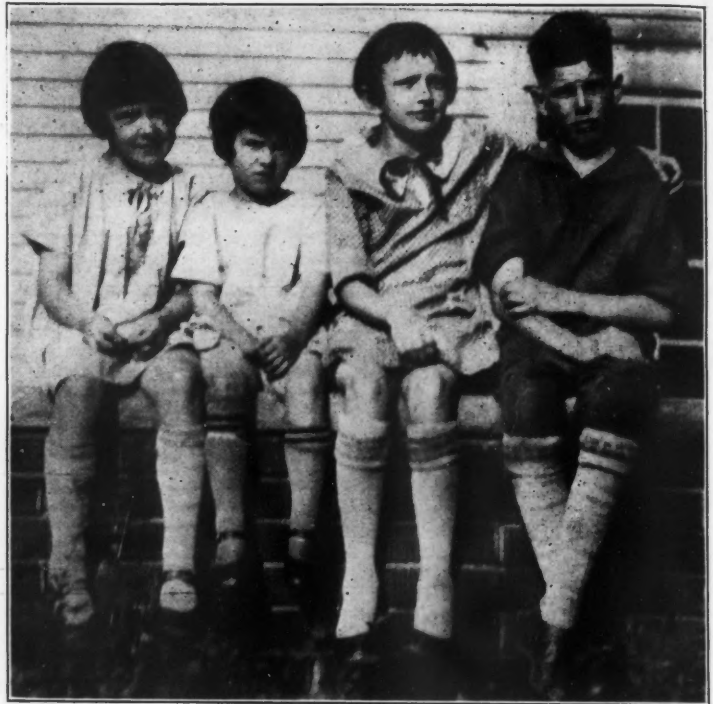
of murders came. It is thought, although not proven, that those killed had aided Mellett or in some way allowed information to leak out.

The week immediately preceding the slaying of Mellett, there were three murders on consecutive nights in the "jungle" territory. None of these have been solved as yet. Mellett wrote his last editorial on Wednesday. He was murdered on Friday morning shortly after midnight. The editorial was an attack on the Chief of Police for suspending Sergeant Wise on unreliable information. The suspended officer was reinstated by Safety Director Earl Hexamer, on the morning the gunmen "got" Mellett.

The last editorial from the pen of Mellett was under the heading "Lengel Shows Hand." It follows:

"Jiggs W. Wise, sergeant of police and catcher of bootleggers extraordinary, yesterday received a 30-day suspension from the force without pay. Chief Lengel took summary action when he was told that Sergeant Wise was under the influence of liquor early Tuesday morning after a car which he was driving was in a collision. The surprise lies not in the fact that Wise has fallen a victim of Chief Lengel's operations, but rather that the chief would be so brazen in his method of trying to discredit Sergeant Wise. One would have thought the chief would have found some better ground upon which to take action against his much disliked officer.

"It is understood that Safety Director Hexamer is taking a hand in the affair and will give Wise a hearing on Friday morning. The facts in the case will come out at that time and the public will know whether there is any basis for the suspension given Sergeant Wise,



Above are the four children of the late Don Mellett, publisher of the *Canton Daily News*. They are Betty Lou, Margaret, Jean and Evan



Mrs. Don Mellett

abide by the decision, carried the case through several courts, but finally ordered the chief back.

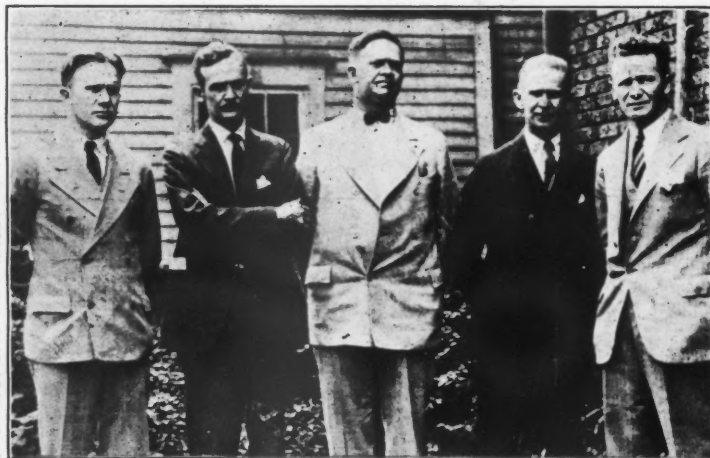
The crusade continued after this serious setback. Much sport was made of Mellett for the failure to oust Chief Lengel, which was termed by many as a personal grudge fight between Mellett and the chief.

Chief Lengel then filed suit against the *Daily News* for \$50,000, charging defamation of character and holding him up to ridicule. The case has never been heard.

Turning his attention to the "big guns," behind the moonshine liquor business, Mellett secured the evidence upon which the conviction for violation of paroles by Harry Turner and Harry Bouklias was based. They had been star witnesses against E. E. Curtis and received suspended sentences for turning state's evidence.

In doing this a scare was thrown into the police department and for a time they were extremely active. Several of the largest catches of rum-runners and wine-sellers were made, but this stopped when Sergeant John "Jiggs" Wise apprehended one Louis Mazer with an automobile-load of Canadian liquor en route to a party given by police officials.

The summer drew on and the attacks became more and more pointed as Mellett became surer of his ground and backed assertions by proof, then a string



The five brothers of Don Mellett, *Canton* editor, slain for his crusade against vice. Left to right: Lloyd Mellett, W. S. Mellett, Lowell Mellett, J. H. Mellett, and R. L. Mellett.

or whether it is another piece of spite work on the part of Chief Lengel.

"In fairness to Sergeant Wise it should

be said that he does not use liquor and that he reported for duty yesterday morning only ten minutes late and put the entire day in on his job. On the

other person other than the publisher of the *News* it would not have been printed. A partial review of the statement will furnish an idea of what serious obstacles Mellett faced.

"I am very thankful for this attack on me and it gives me an opportunity to explain for the first time the real facts and truth surrounding the Lengel trial—facts, which I feel the public does not know, as it has been purposely misled by a local newspaper. . . . I had to possess the necessary courage to stand against the blackguarding tactics of this newspaper. . . . I do not propose to be bluffed, dragooned, coerced or intimidated, and will follow the dictates of my conscience, lead where it may. I do not believe I should engage in an undignified wrangle and I have met these slanderous attacks upon me and will do so in the future by silence and contempt.

"Mr. Mellett not so long ago blessed the state of Indiana by leaving and brought to *Canton* a mouthing, slobbering, overworked, oversized jaw bone and by his blackguarding, muckraking tactics has caused *Canton* unmeasurable harm. His publicity is scandalous matter and has given to *Canton* an unfavorable name which the facts and truth do not warrant. . . . A man whose civic pride all rests in his overworked jaw bone. . . . In a less refined and civilized society than exists in *Canton* the community would have purged itself of this nuisance by riding him out of town on a rail, amidst the praise and applause of the enraptured multitude.

"Signed Price Jansen."



Photograph shows the funeral of Don Mellett, slain editor of the *Canton Daily News*, as the casket was being taken from his residence.

face of the case it would appear that an effort had been made to discredit Wise, whose activities in apprehending law violators have been entirely too intensive and covered too wide a territory to please the bootleggers and their friend."

Heading the list of items for which the *News* has stood is "honest enforcement of all laws." In his fight for this measure Mellett did not forget the other standards for which he believed a newspaper was in business. But he specialized on the former, believing that the others would be easier of accomplishment if first the city was cleaned up. He did not compromise with definite wrong.

The week preceding his murder, charges were filed against two members of the Civil Service Commission by a police officer. Mayor Swarts set a hearing of the charges, but was frustrated in this by an injunction granted Price Jansen, chairman of the commission.

In his petition Jansen made scathing charges against Mellett.

The complete statement of Jansen was printed in the *News* over the signature of Herve W. Miner, managing editor, stating that had it pertained to any



Garage where Mellett was killed. Note bullet scars and broken glass panel.

ASSASSINATION IS PROTECTED VICE'S CHALLENGE TO THE PRESS

Editors and Publishers Declare Time Has Come for a Show Down With Lax Police Methods—Eagle Editor Asks for Newspaper Convention to Form Crime Program

"THE courageous, uninfluenced newspapers of America must meet the challenge of the men who killed Don R. Mellett in Canton, says Harris M. Crist, managing editor and treasurer, *Brooklyn Eagle*. Are law-breakers, evil-doers, the thugs of the underworld to throttle the voice of the American press when raised in protest against crime condition? That is the question which American newspaper proprietors must answer.

"Nobody attempts seriously to deny that law and order in this country are at a low ebb. A few independent newspapers have spoken frankly of conditions and struggled bravely to bring about improvement. But the stone wall every paper has encountered is the utter indifference of the public. The moral consciousness of the public is undoubtedly so blunted today that it is almost impossible to get any reaction from it. Exposures of shocking wrongdoing in high places pass over the heads of the public and attract little or no attention. Officials charged with punishing crime are lax and indifferent. An intrepid soul here and there brings out facts of corruption, law violations and other evils and few pay any attention to him. Prosecuting officials are sluggish, the courts slow and easy to hoodwink, the great public interested only in gin and the movies and it takes the murder of a crusading editor to get a rise out of anybody.

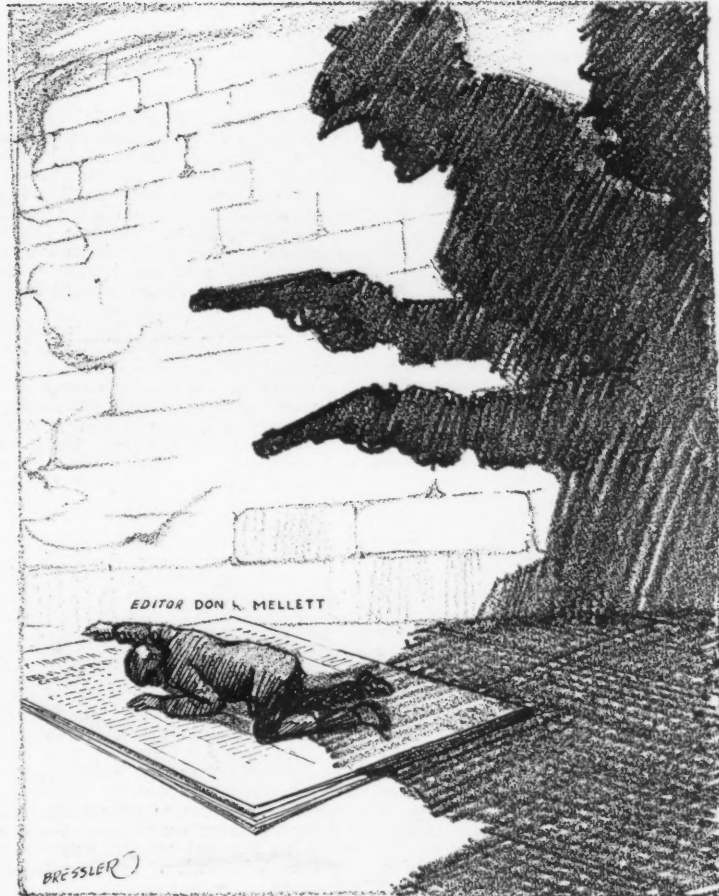
"This merely emphasizes the duty and responsibility of American journalism. The press must arouse the conscience of the public, keep hammering away at the evils that are destroying the ideals of our nation and re-establish law and order.

"It is said that the frauds against prohibition have broken down respect for law everywhere and are responsible for prevalent crime and the appalling indifference of the public. I think this is true. The records in this respect in all large cities are practically the same. Crime is rife, prosecution is weak and judicial administration is loose. Officials whose duty it is to check and punish crime are human and they respond to the greatest pressure. Just now this comes from the lawless element, through political pull, with the result that we have disturbing experiences with juries that will not indict or convict, judges who give suspended sentences, or light sentences, ridiculous bail practices and parole boards which release prisoners on the slightest excuse.

"There is no agency at work to correct conditions. The press alone, as I see it, is to be the reformer. And the work must be pressed in spite of gunmen hired by criminals. What is needed is a convention of independent, uninfluenced newspapers to map a program to fight crime. It can and should be done.

"The *Eagle* has been giving many columns of space every day to campaigns against general and specific crimes. More than a year ago we started with a two-column measure appeal to the public, on page one, setting forth our determination to show up local looseness in the district attorney's office and among judges. We cited instances of crimes by notorious thugs with long records, of their light sentences and early release by the state parole board. We quoted the records of the judges. We gave details of operations of bootleggers and other criminals. We brought the churches into the campaign, gave full page ads. to their work and in other ways endeavored to bring the people back to the houses of worship. We printed in all 26 full pages of material of this sort and have given mats on all of it to other newspapers.

"The *Eagle* obtained the passage of a number of remedial laws by the state legislature, increasing the penalties for crimes, limiting the granting of bail and generally making more unhappy the lot of the wrong doer. A law was passed authorizing a Crimes Commission to in-



Censorship at Canton

Drawn for EDITOR & PUBLISHER by Harry Bressler

vestigate further and Gov. Smith appointed on this commission Thomas S. Rice, of the *Eagle* staff, who had been writing most of our stories.

"The *Eagle* has labored in the national field. About a month ago we started a daily attack on the delay in bringing to trial Albert B. Fall, Edward L. Doheny and Harry F. Sinclair who were indicted more than two years ago and have not yet appeared before a jury. We appealed to every member of Congress, every Governor and the principal members of the American Bar Association to aid in crystallizing sentiment on this case so as to put an end to delays in the trial of wealthy indicted men protected by skillful counsel. On the closing day of the last session of Congress the House adopted a bill, already passed by the Senate, providing for the punishment of certain oil barons who fled the country when the scandals broke and who have ignored federal subpoenas to come back and testify. A second law ends the right of appeal on technical issues in the District of Columbia and will speed up the oil trials there. Senator Thomas J. Walsh announced that the influence of the *Eagle* had obtained action on these bills in the House on the final day of the session.

"I cite these instances to show what an aggressive, courageous paper can accomplish. In the present callous state of the public conscience, the growing audacity of crooks, and impotence of the courts, the American press has a great duty to perform."

Challenge to America

"Don Mellett's death is a challenge to America," repeated Carl C. Magee, editor *Albuquerque New Mexico State Tribune*. "Can vice and crime utilize violence

dread the ordeal of dying more than we do being dead. But the man who prefers that death come to him by the slow process of disintegration in a sick bed rather than with his boots on in a he-man's fight for a righteous cause is a weakling. The fact that the latter will fight at all will prompt him to resist his assailant if he can. Failing, he can die with a smile, as men of moral courage always die no matter where they die.

"We sorrow for Mellett's family. They are crushed by his untimely end. But in the last analysis—in the years to come—how proud they will be of such a record. It is a greater heritage than gold.

"Society is the loser by the death of such men as Mellett. The world needs fighters for civic righteousness. They are all too scarce.

"Yet Mellett dead lives more vitally in Canton than Mellett alive. The manner of his physical removal will shock men to action. His spirit, passing from his physical frame, will find an abode and will become the inspiration of 10,000 men to take up the fight he has been forced to abandon."

"Mellett Died for All"

HERBERT BAYARD SWOPE, Executive Editor, *New York World*: "Mellett's assassination was shocking. He died gloriously. His end was a flaming tribute to militant journalism which even death cannot dim. Less reckless men than those who killed Mellett under the right pounding of the press have turned character assassins. Always those who have the most fear from the press are loudest in denouncing it, though not often do they dare go to the extreme which lifted the little Ohio town into a prominence it has not had since McKinley. Mellett died for all of us—that is his greatest epitaph."

Injury of One, Concern of All

JOSEPHUS DANIELS, Editor, *Raleigh (N. C.) News and Observer*: "There was once a very wise saying, the motto of a great organization, 'The injury of one is the concern of all.' In the matter of the assassination of Editor Mellett, every newspaper man in America has a deep concern. He was performing with courage and wisdom a duty which all newspapers ought to undertake, to wit, to make their community clean and wholesome. He was 'done to death' because of his civic virtue. If he can be thus cruelly murdered all brave editors are fair game for thugs and gunmen and other criminals

HOPWOOD CALLS EDITORS TO AID SEARCH FOR MELLETT'S MURDERERS

ERIE C. HOPWOOD, editor of the *Cleveland Plain Dealer* and president of the American Society of Newspaper Editors, telegraphed EDITOR & PUBLISHER July 19 as follows:



"As president of the American Society of Newspaper editors I have sent the following message to Mrs. Don Mellett:

"The American Society of Newspaper Editors expresses its deepest regret at the death of your husband and extends to you its sincere sympathy. His death was in the line of duty and while any expression of ours cannot bring him back, his sacrifice is a consecration to every editor who believes in social decency and a free press. If the American Society of Newspaper Editors can be of service to you will you kindly advise me?"

"Let me add that the cowardly murder of Mellett is a challenge to independent journalism and it be exerted to bring the murderers to justice.

"Through your columns I would like to ask the members of the American Society of Newspaper Editors to be on the alert for any service they may be able to render in their particular communities in the apprehension of the gunmen who took Don Mellett's life. The authorities of Stark County, in which Canton is situated, have moved expeditiously and good citizenship in the community is thoroughly aroused."

who thrive by dealing with crooked politicians.

Ugliest Threat Against Press

ROBERT P. SCRIPPS, Ridgefield, Conn.—“The assassination of Editor Mellett for printing the truth about thuggery and crookedness in Canton must come home to every newspaper man as the latest and ugliest of a series of recent ugly threats against the integrity and freedom of our press as a whole. To seek justice in the Mellett case must be made the personal business of all of us. All newspapermen should stand as one to protect the public service we render against any sort of coercion, whether by gunmen, police officials or overbearing judges. It should be pointed out that the last few weeks have given us instances of all three kinds of outrages.”

Editor's Defense Fund

L. L. POE, Advertising Manager Davey Tree Co., Former Managing Editor *Akron (O.) Times*: If you have not already done so, may I suggest that EDITOR & PUBLISHER call upon the newspapers of the United States to act in concert for the purpose of apprehending and convicting the murderer of Don R. Mellett, publisher of the *Canton News*?

Mr. Mellett was killed because he conducted a crusade against crime. If his murderer escapes the electric chair, or if the course of the law is slow and feeble, a censorship vastly more effective than any that might be put on the statute books has been imposed upon the American press.

There is no lack of funds in Canton. The citizens have subscribed \$11,000.00 this (Saturday) morning, toward a fund of \$50,000.00. The City Council has authorized employment of a special investigator. Former Governor James M. Cox, owner of the *News*, is putting all of his resources into the search. There is sufficient local effort to get results, but it is imperative that something more be done.

The newspapers of America cannot permit a precedent of this kind to be established with nothing more than local effort directed against it. It seems to me that the papers should unite for the purpose of creating a fund without limit for the prosecution of such cases and that the people of every community, no matter how small, should be informed by their local papers of such united and organized action by American publishers, so that criminals everywhere will know that an overt act against publisher, editor or reporter will be followed by absolutely relentless prosecution, commanding the ingenuity and resources of all the papers of America.

"Get the Murderer!"

C. P. J. MOONEY, Managing Editor *Memphis Commercial Appeal*: “The proper answer to the assassination of Mellett will be the arrest and conviction and execution of his slayers. Newspapers might get behind the prosecuting attorney and help him. In these days of cheapness of human life editors of militant newspapers should be always prepared to take care of themselves but at the same time editors should see to it that they and their forces are personally within the law.”

Strange in Free America

CHARLES B. WELCH, Editor and General Manager, *Tacoma News-Tribune*: “Tacoma has an unusual interest in the assassination of Don Mellett in Canton, because Lowell Mellett, his brother, was long a prominent figure in Tacoma newspaper life. Mellett's murder reads more like a happening in the politically disturbed Balkans than in America. His death strikes at decent newspaperdom everywhere and indicates the growing force of vice and civic corruption.”

Editor's Fortune of War

H. B. R. BRIGGS, Editor, *Los Angeles Record*: “It now remains for the people of Canton, O., to prove whether or not they are worthy of the fight made for them by Mellett. His assassination was

the fortune of war, faced and accepted calmly as always possible by an editor with a mind, a vision and a spine. Luckily for the rest of us, fate does not usually deal so roughly. And luckily for the world there are Melletts who do not flinch. Instead of a convention of militant newspapers for mutual protection as suggested by Mr. Crist, I propose a convention of all editors to stiffen their individual and collective spines. When their spines are right they don't worry about assassins.”

Not a Futile Sacrifice

R. E. STOUT, Editor, *Kansas City Star*: “Don R. Mellett, the young editor of Canton, Ohio, gave up his life in a fight to make the community a more decent place to live in. He was shot down in the dark by assassins presumably hired by the underworld on which he has been waging war. Such a sacrifice may seem futile, its victim is lost to his family and to his city, but it is because men with Mellett's fighting spirit have stood for their ideals without surrender that civilization has moved forward.”

Editors' Risks Often Unappreciated

CHARLES H. DENNIS, Editor, *Chicago Daily News*: “The assassination of Mellett demonstrates that Canton's criminal element is in hearty accord with certain types of good citizens who hold that the newspapers publish too much crime news. It sheds light also on the sort of risks commonly taken by members of the staffs of newspapers that fight crime in earnest. Those risks, incurred on behalf of the communities to which the newspapers give loyal service, too commonly are unappreciated and misinterpreted by beneficiaries of that service who complain of the prominence given to reports of crime. Appreciative co-operation by other agencies of progress comes only in the wake of understanding.”

"Unspeakably Deplorable"

A. J. SINNOTT, Managing Editor *Newark Evening News*: “The Mellett murder is unspeakably deplorable, but I do not believe newspapermen require any convention for protection against such attacks. We should rely on the machinery of the law and public opinion. Newspaper editors are not entitled to any more protection than any other citizens who may assume either to lead or to reform their communities. With the leadership they must assume the risk of injury or loss through the efforts of those whose exercise of special privilege they attack. No adoption of resolutions by a convention can provide publishers protection against the evily inclined who do not hesitate at murder.”

Lehn & Fink Products

The Lehn & Fink Products Company reports net profits of \$725,385 for the first half year, equal to \$2.65 a share on 265,000 shares of no par common stock. The figure was arrived at, the report said, after deducting an amount for advertising more than \$250,000 greater than that expended in the first half of last year.

"NEVER FINER MORAL COURAGE"—COX

Mellett's Employer Reveals Unselfish Motives Which Prompted Canton Publisher's Fight

James M. Cox, proprietor of the *Canton News* and other daily newspapers, this week published the following appreciation of Don R. Mellett in all of his papers. It was signed "A Tribute to Don R. Mellett—By His Employer." The article follows:

For 35 years I have been in the newspaper business, and have met many kinds of men. None, however, possessed a finer character than Don R. Mellett. He was so full of ambition and the desire to serve his time that he exhibited a variety of unusual qualities. His love of the newspaper profession and his ideas as to the responsibility of any journal to the community which fosters it were inherent.

The daily paper has become one of the most active instrumentalities of society. Its possibilities for good or bad service are boundless. In many instances it is necessary for it to articulate the things that are seated in the minds of its readers; in other words, to assume a leadership in many community matters. In the face of a grave menace there can be a widespread feeling of indignation, but if protests were not voiced, nothing would come of it. Citizens rarely join together in concerted movement to redress a wrong or to provide protective measures against things that portend danger. As we search the history of bills-of-rights, particularly in the very early days of reformation, we find an insistence upon the privilege of citizens foregathering for the purpose of discussing matters relating to the general welfare. Newspaper-reading constituencies, as we know them now, did not exist then. As necessity begets invention, so does it provide the means and devices of protecting the public interest. Out of this come new functions to certain agencies, and among these evolutionary developments is a new and enlarged duty which the thoughtful citizen imposes upon a newspaper.

We find many men in our profession who treasure the good name of their newspaper as they do their own reputation. They look upon it as an animate thing, and they covet for it as priceless the respect of decent citizens. They want it to be tolerant when forbearance is suggested by common sense. They want it to be as keenly disposed to protect the weak as to make a stand against the strong. They want it to generate public faith, and by fidelity to the people's interests to justify that confidence.

Don Mellett was this kind of a newspaper man. The growth of the *Daily News* in Canton has been an interesting experience. The development of a newspaper in any field always is. I had Mr. Mellett under observation for almost a year before I employed him, and the first

position assigned to him was intended as a test of his mind, industry and general inclinations. He met the trial successfully, and was made publisher.

He was frank, truthful, honest, loyal and respectful toward his trust. He was reared in a God-fearing family. He was not obtrusively religious, but he had an intensely deep religious feeling. Out of this came his concept of duty as a man. From his appraisal of the functions of a newspaper grew the policy, of his own initiation, by the way, which invigorated the *Daily News* and made it feared by those whose methods are not to be seen in the sunlight.

I never knew a finer moral courage than his. He came to me many months ago with the recital of what he conceived to be fundamental wrongs in the life of the city of Canton. I subjected him to an extensive and intensive inquisition. On one occasion he replied in his characteristic affable way, that my inquiries seemed to imply lack of confidence in him. My response was that I only sought to save him from the mistakes I made when I was his age. This was not only satisfying to him but very reassuring. It seemed to form the beginning of a relationship which approached the fondness of a father for his son.

Don Mellett never dissembled. Once his thorough steadfastness was established in my own mind, confidence of the kind which gave him our whole support was progressive. I remember reminding him of a truism that the affairs of a community cannot be made any better than the people themselves want them to be. This brought from him a beautiful tribute to the citizenry of Canton. He said its interests were worth fighting for, that as many of his children as had reached the required age were in the schools, and he wanted to spend his days in that city. When he made his case as to existing conditions and reminded me of our professional responsibility, then there was no answer to his expressed determination to expose wrong wherever found, regardless of any conditions, political or otherwise, which might be encountered.

No one who reflects upon the situation developed by Mr. Mellett's reformative movement will question that he was each day approaching his objective. Temporary reversals meant nothing to him. He felt in his very soul the strength of right and he knew it must prevail. He was driving the agents and messengers of evil to their lair. Even in their hate, how they must have respected his continuing courage and the clarity of every diagnosis of conditions that he made!

Driven to their extremity, these unfortunate persons decided that he must

(Continued on page 43)

REWARD FUND FOR DETECTION OF MURDERER

EDITOR & PUBLISHER hereby acknowledges a telegraphic offer by W. D. Clarke, general manager of the *Lima (O.) Morning Star* to subscribe \$100 to a fund to be collected by EDITOR & PUBLISHER and used as a reward for the arrest and conviction of the murderer or murderers of Don R. Mellett, who lost his life in upholding the best traditions of the newspaper fraternity.

EDITOR & PUBLISHER will be glad to raise funds for this purpose and forward them promptly to be incorporated in the \$50,000 reward fund that is now being collected at Canton.

In a communication received on Thursday from Lowell Mellett, brother of Don R. Mellett, EDITOR & PUBLISHER was advised that the reward fund is coming principally from newspaper men and anyone desiring to contribute to it might forward a check either to EDITOR & PUBLISHER or to the *Canton News*.

Suggestions made to EDITOR & PUBLISHER this week from various sources that a fund might be collected in newspaper circles for the benefit of Don Mellett's widow and children are also acknowledged. EDITOR & PUBLISHER has communicated with members of the Mellett family and while this generous fraternal spirit is appreciated, we are advised that Don Mellett's family has been provided for.

REWARD FUNDS AMPLE

Newspapers Employ Several Detective Forces to Run Down Murderers

More than \$25,000 has been offered in rewards for the capture of Don R. Mellett's murderer, with Ohio newspapers supplying most of the funds.

James M. Cox, owner of the *Canton News*, has offered a \$5,000 reward, as has Scripps-Howard group of Ohio newspapers. The *Cleveland News* and the *Canton Repository* have offered \$1,000 each, as have the newspapers owned by Louis H. Brush and Roy Moore. The *Lima (Ohio) Star* offered \$100 to start a fund among newspapers all over the country.

Detectives employed by the Scripps-Howard papers are working with the county prosecutor with assurances that the entire resources of that group are at their disposal. The *Canton News* has detectives working independently.

THIS SMALL CITY DAILY KNOWS ITS COSTS

Sheboygan (Wis.) Press Has Seen Its Competitors Drop Out Because They Undersold Their Space—Efficiency Department Has Cut Expenses—Office Methods Told

By NORMAN J. RADDER

Associate Professor of Journalism, Indiana University

IF an efficiency department is good for a big paper, why shouldn't it produce results for a small newspaper, too?

So reasoned C. E. Broughton, editor and publisher of the *Sheboygan* (Wis.) *Press*, two years ago when he decided to establish an efficiency department.

The *Press*, with an A. B. C. circulation of 14,000, is the only daily in Sheboygan, a city of 38,000, and also the only daily in Sheboygan county, the leading dairy county in the state.

Miss Mona Pape, a clerk, who had training in the editorial and business divisions, was put in charge of the new department, under the direction of H. H. Born, business manager. Miss Pape divides her time between efficiency work and classified advertising. Costs have been cut along the line as a result of her daily watchfulness over all departments.

For instance, paper and ink cost per page was \$8.65 in May, 1925; in May, 1926, it was \$8.40.

Composition cost was .036 cent per inch in May, 1925. In May, 1926, it had dropped to .034 cent.

Paper, ink, and composition costs were 9.1 cents an inch in May, 1925. These costs in May, 1926, had fallen to 8.3 cents.

Other departments show a similar drop in costs. Whereas in January, 1925, the percentage of advertising cost to advertising earnings was 16 per cent, in January, 1926, it was 14 per cent. (By advertising cost is meant the total expense of the advertising, local, national and classified departments, salaries, mat service, percentage of total plant overhead, etc.)

While costs have been cut all along the line, perhaps the most significant result of the efficiency department is reduction of newsprint consumption. Mr. Born and Miss Pape, knowing how many papers a roll should produce, check actual production against this known standard. Employees, aware there is somebody watching production, are more careful. Hence there is less spoilage and fewer overruns.

The foregoing sentence gives a clue to what, in Mr. Born's opinion, is the outstanding accomplishment of efficiency work, namely, the effect on the morale of employees in that they will be more careful if they know that somebody is keeping daily tab on output and costs.

Take the little matter of pencils used by reporters. Before the advent of efficiency in the *Press* office, reporters used half a dozen pencils a week. They were easy to get and there was no reason why they should use them economically. Now, however, Miss Pape will issue a pencil to a reporter only when he turns in his old stub. These are given to men in the composing room who prefer short pencils. Pencil consumption has been cut to such an extent that the *Press* hasn't bought any for a year and a half.

Efficiency in the *Press* office, however, is by no means confined solely to the department responsible for it. System and time-savers are found in every department.

Since December, 1924, the *Press* has been in its new \$200,000 plant. The composing room is in the center and round about it are ranged the various departments, each with a door opening on that part of the composing room with which they are concerned.

Thus national advertising, classified and local, each have a separate room. Around the walls of the national advertising department are cabinets built especially to meet the needs of national advertising. Those along two walls contain plates for national advertisers. These are all arranged alphabetically according to product so that at a moment's notice Mrs. Elda S. Gerlat, who has handled national

advertising for the *Press* for 7 years, can find any plate she may need. Compartments were built large enough to accommodate the biggest plates. There is room enough in each compartment for the arrangement of the plates in series as called for by schedule. Plates for automobile advertisers and tobacco, cigarette and cigar advertisers are filed separately. Correspondence, orders, schedules, copy

record of space used by each advertiser. Monthly lineage totals from the cards are compared with last year's records to see if individual advertisers showed a gain or a loss for the month.

Mr. Van de Repe also has closely at hand a book giving total lineage for every month. For 19 consecutive months his department has succeeded in making every month a better one than the corresponding month a year before.

Through the efforts of the local advertising staff, Sheboygan advertisers have been convinced that advertising, to be worth while, must be regular and consistent. Furthermore, advertisers have been told that irregular, spasmodic advertising increases newspaper production costs. All contracts call for a regular weekly schedule in accordance with a graduated scale of rates. Only one form of contract is sold by the local advertising department. It requires a specific number of inches to be run on a given day each week for 13, 26 or 52 consecutive weeks, the rate being inversely proportional to the duration of the contract. No "open space" contracts are sold.

In line with Mr. Broughton's policies, there is close co-operation between the news and advertising departments for the elimination of free publicity and similar co-operation between the credit and advertising departments for the prevention of losses through poor accounts.

The *Press* has developed the best filing system for copy service that has ever come under the observation of the writer. The system consists of a proof file and a mat file.

The proof sheets are clipped and all the proofs are placed in folders in a four-drawer legal size filing cabinet. Folders are arranged alphabetically according to advertisers: Attention Compellers, American Legion, Armistice Day, Auto Accessories, Army Goods, Auto Repairs, Awning and Tents, etc.

Each proof has stamped upon it the month and year it was released. Files of mats for three years are kept in a 36 compartment cabinet made especially for that purpose. Thus when a proof of a mat is found in the "Furniture" folder it is an easy matter to look up the correct mat stamped say February, 1926, in the mat file. Each month when a new service is received, the one two years old is discarded. But before destroying the mats, Mr. Van de Repe goes through them and selects those which appeal to him, and these are placed in a proof file.

Ten years ago there were three dailies in Sheboygan—the *Journal*, the *Telegram* and the *Press*. The *Journal* suspended publication in 1917, the *Telegram* was absorbed by the *Press* in 1921.

I asked Mr. Broughton: "How do you explain the fact that the *Press* survived instead of one of the others?"

After a minute's reflection he replied: "We never undersold our commodity."

He added, "As far back as the days when the *Press* had only a circulation of a thousand, we knew our costs and never sold advertising below cost. We knew what it cost us to produce an inch of advertising. Our competitors sold advertising for anything they could get. We had a definite rate and stuck to it."

Mr. Broughton explained that at one time owners of one of the newspapers sold advertising for \$2 a page. Advertisers would come to Mr. Broughton and tell him that they could get a page in the other papers for this or that price, and wanted to know why he charged more. In time his unvarying insistence on a fair price for a known commodity won the confidence of advertisers.

Lineage gains by the *Press* have been consistent and steady. In May, 1925, 7,025 inches of national advertising were printed. Last May, 1926, the total was 8,677.

Local advertising for that month showed even a greater contrast with the corresponding month a year ago. The figures were 23,594 inches as contrasted with 29,116 inches a year later. Mr. Broughton is insistent that a newspaper cannot afford to sell a re-run on an ad for less than the first cost.

"Overhead costs go on just the same," he points out. "Men in the ad alley have to be paid. Our figures show that we must charge a fixed rate for the space we sell, not for composition. If we charged less for re-runs, many merchants would run the same ads twice or oftener. The result would be lack of interest in advertising among our readers and a consequent loss of business to merchants."

The *Press* has 30 correspondents in various parts of the county. They are paid \$1.50 a column. Two trucks deliver papers to these villages on the afternoon of publication. With reference to a news policy that builds success, Mr. Broughton's advice to editors of small papers is this: Neglect not the obituary. Until a few years ago, Mr. Broughton himself wrote the obituaries for all people whom he knew.

Other factors which, in the opinion of the writer, are responsible for the success of the *Press* are: Mr. Broughton's intimate and personal relationship with his employees, original editorials written by Mr. Broughton, and a square deal for the reader in news and advertising percentage.

John R. Wolf of the *Milwaukee Journal* at one time said: "I'd rather work for Charley Broughton than be in business for myself." This expresses the loyalty and friendship which men and women in all departments of the *Press* have for Mr. Broughton. No need for an expensive personnel department here! Mr. Broughton is advisor, confidant, and friend of all.

No canned editorials are used. Here are news and advertising percentages for typical months of this year:

Advertising	News
44	56
47	53
46	54
39	61
40	60

Walter J. Pfister, a graduate of the course in journalism of the University of Wisconsin, is city editor and head of the news department. Three reporters cover news runs in Sheboygan and are ready for special assignments in the county. Miss Esther Pape is editor of the society and club page.

In the summer of 1922 the *Press* organized a library which since that time has built up a current history of Sheboygan city and county. The library contains about 450 biographies of local men and women and some 2,000 biographies of persons outside of this locality. In addition there are histories of business firms, officers and activities of organizations and clubs, accounts of crimes committed, complete court news, accounts of accidents, and other general informative news. Some 40 or 50 stories are clipped and filed from each day's issue.

Miss Marion Koch, librarian, and her assistant, also take care of general information requests from the public.

The foreman of the composing room is George Brand. Fred Ruhe is head of the press room.

Otto Stielow is circulation manager. As soon as roads open in the spring, he visits rural subscribers, making collections, soliciting and building good will through personal contact.



Charles E. Broughton

DALE ASKS FUNDS TO CARRY TEST CASE ON CONTEMPT TO HIGHEST COURT

Chief Justice of Indiana Grants His Appeal for Hearing by U. S. Supreme Court on Validity of Truth of Utterances as Defense

By GEORGE R. DALE

Editor Muncie (Ind.) Post-Democrat

(Written Exclusively for EDITOR & PUBLISHER)

MUNCIE, Ind., July 20.—The press of America owes a deep debt of gratitude to Judge David A. Myers, chief justice of the Supreme Court of Indiana, whose action Monday morning in permitting my contempt case to be transferred to the United States Supreme Court will make perfectly clear the present and future status of American newspaper publishers.

The court refused to listen, and the sentence followed.

In affirming, the Supreme Court of the State of Indiana handed down the startling dicta that the truth was no defense, that the editorial was direct contempt, that the courts have the inherent right to punish newspapers for contempt, that legislatures are powerless to deprive the courts of this prerogative, that a change of venue cannot be taken from the aggrieved judge and that the judge has



George R. Dale (left, editor Muncie (Ind.) Post-Democrat, is shown receiving a check for \$500.00 from Emmet Cavanaugh, Chicago Stock Yards man. The check is the first contribution to a \$5,000 fund with which the editor will carry his case before the United States Supreme Court.

I had been telling the truth about the Ku Klux Klan and its control of the judiciary and other instrumentalities of the court. The county judge, the prosecutor, the sheriff, the grand jury and the jury commissioners were all members of the Klan.

The Klan oath superimposes an obligation upon members which takes precedence over the obligations imposed upon individuals and public officials by the laws and constitution of Indiana and the laws and constitution of the United States.

My newspaper declared that the visible processes of the court were being directed and commanded by an invisible government which had vested supreme power in the person of one individual, whose autocratic decrees were put into execution by public officials who took orders from subordinates of a feudal lord who sat on a tinsel throne in Atlanta, Ga.

For calling attention to specific instances of this control of the courts by this alien government, I was sentenced to six months' imprisonment on the State Penal Farm and fined \$500 for contempt, this extraordinary judgment being rendered by a judge who belonged to the Klan and who had been nominated and elected by the Klan.

In my verified answer to the citation for contempt, I offered to prove both by affidavit and oral evidence every allegation set forth in the alleged contemptuous

the sole power to discover and interpret the meaning and intent of the words spoken or written.

Thus, the Ku Klux Klan, which boasted of its pioneer service in behalf of free speech and a free press, has bequeathed to the newspaper profession with its dying gasp, a heritage of doubt and misgiving which can only be cleared up by an unmistakable pronouncement from the court of final resort.

The press of America should recognize its perilous predicament. If the Indiana decision is affirmed, the press is muzzled forever. My attorney, William Velpeau Rooker, is now preparing a brief which I hope will become the law of contempt in America. It will take a large sum of money to carry this case through.

The newspapers of the United States, whose freedom is attacked, should be quick to respond to the appeal for financial aid. I am only one of many thousands who are directly affected by this pernicious decision, which will become the law of the land if affirmed by the Federal Supreme Court.

TO DISCUSS FARM NEWS

Kansas newspapermen will meet in Manhattan, Oct. 14 to 16 with Kansas county farm agents to discuss handling of farm news. George W. Marble, editor of the *Fort Scott Monitor-Tribune*, will be chairman.

BOND REJOINS CURTIS

Now M. E. of Public Ledger After Five Days as Agency Man

Merritt Bond has become managing editor of the *Philadelphia Morning Public Ledger*. Five days' experiment convinced him that after twenty years in newspaper work he would be unhappy in advertising so he returned to the Curtis organization, he said.

Mr. Bond resigned as managing editor of the *New York Evening Post* to join Barton, Durston & Osborne, New York advertising agency and left that organization to assume his new position. This causes no changes in the Public Ledger organization.

CRIME NEWS NECESSARY TO STIR PUBLIC

Thomas S. Rice of N. Y. Crime Board Declares Present Fight Against Evil Impossible Without Aid of Press

"The newspaper and its effect on crime," was discussed as a prominent feature of the meeting of the Crime Commission of New York State in Elmira, New York, on July 15. The meeting was attended by seven of its eleven members, among whom was Thomas S. Rice of the *Brooklyn Eagle*. The remaining number present were senators and an assemblyman with the exception of W. L. Butcher, director of the Department of Boys' Welfare in New York, and Miss Jane Hoey, assistant director of the Welfare Council of the City of New York. Senators Baumes, Knight and Wales, and Assemblyman Esmond completed the list.

In bringing out many forces which cause juvenile vice, Recorder Otis H. Gardner of Elmira, who was called before the commission, named the playing up of crime news by newspapers as one condition which had a bad effect upon the adult as well as the juvenile mind. He said:

"I believe that the newspapers have a big part to play in this field of crime prevention. I doubt the wisdom of the policy whereby newspapers make the more vicious, atrocious forms of crime one of their features. The public gets many pictures of these crimes through frequent recital of the case, its history, and all connected with it. And the newspapers fail to impress on those who ought to be impressed that crime is a detriment; rather the newspaper article has the tendency to arouse sympathy for the criminal."

After Recorder Gardner had spoken concerning the newspapers, Commissioner Rice, the sole member of the press represented on the commission, stated that the Crime Commission would never have been possible had not the newspapers alarmed the people to the need of such a body by emphasizing the increase in crime.

Recorder Gardner declared his point was not that crime news should be suppressed entirely, but that the frequent repetition of all its details, the glorification of crime, was what should be avoided. He declared such news should be passed on to its readers in a fashion such as would create an abhorrence of crime.

The issue was brought to a close when Commissioner Rice stated that it was not his purpose to uphold "yellow journalism," but rather that the newspapers should be used as a medium to inform their readers of the rapidly increasing crime peril.

I. T. U. Officers in New York

President James M. Lynch of the International Typographical Union, and other I. T. U. officers arrived in New York Thursday and immediately began conferring with New York City publishers. Local union officials invited I. T. U. intervention following a deadlock with the newspapers over a new contract. The former agreement expired July 1.

BOOTH HAS AUDIENCE WITH MUSSOLINI

In Address to Premier, Grand Rapids Editor Praises Premier for Stern Rule, Even Over Press Freedom

Edmund W. Booth, editor and publisher of the *Grand Rapids (Mich.) Press*, wrote EDITOR & PUBLISHER July



EDMUND W. BOOTH

9 from Florence details of an interview he had had a few days previously at Rome with Premier Mussolini. The Premier, according to Mr. Booth, is rather inaccessible to American newspaper men, who, he feels, have unfairly quoted him, and Mr. Booth assured him that an interview for publication was not sought. The Grand Rapids editor departed from usual journalistic procedure by formally addressing the Premier, in the following words:

"Mr. Premier: I am grateful for the honor of meeting you and for the opportunity to tell you personally of the admiration which I hold for you because of the great social and political achievements realized for Italy in a few short years, due to your forceful and sagacious leadership. I come from the State of Michigan, which produces among many other things two-thirds of the motor vehicles of the world, and when I go back I expect to tell our people a story of enthusiastic appreciation for Italy, for Italy's new government and for Italy's Mussolini.

"Having faithfully endeavored to grasp the complex and serious problems which confronted Italy following the war, I am prepared to tell our people that the political tools which you selected were the tools of a wise statesmanship, and this includes the limitations placed by your government on the freedom of the press, and I say this as one who strongly holds the American view of the freedom of the press.

"I congratulate Italy on the truly marvelous strides in progress thus far made and to you, Mr. Premier, to your King and to your people, I extend heartfelt good wishes for a still larger measure of happiness and for solid success in all that goes to make a great nation."

Mussolini, according to Mr. Booth, was smilingly appreciative of the compliment and sent the editor away with his signed photograph.

CLEVELAND PRESS MILK FUND

Children at 48 Playgrounds Get Mid-summer Luncheons

The *Cleveland Press* has established a permanent summer milk fund to provide undernourished children who attend 48 city playgrounds with free milk. The fund is handled through a board of trustees and the milk distributed by the school board to the playgrounds. The school board maintains clinics at each playground.

Children who are unable to purchase milk are given it daily upon application. The children who are undernourished but feel that they wish to pay for the milk are enabled through an arrangement with the school board to obtain a pint of milk and three crackers for three cents. Funds are all audited daily. The amount remaining in the fund at the end of the playground year remains as an endowment for the following year.

HUDSON SUN CHANGES HANDS

Allan Markley has purchased the *Hudson (Mass.) Daily Sun* from Dustin S. Lucier and C. H. Tobey.

LINAGE RECORD MIRRORS NEW CIVILIZATION

Higher Standard of Living Fostered and Maintained by Advertising—Unprecedented June Volume Also Explained by Tie-Up Advertising Which Agencies Are Now Encouraging

By WARREN BASSETT

NEWSPAPER advertising last month established a remarkable and unprecedented record.

Linage figures for June in the 30 principal cities in every instance surpassed those of a year ago. Not a city showed a loss as compared with the previous year—a situation never before encountered.

What is the economic meaning of this achievement?

What forces at work in industry and

produces values that do not deteriorate—or diminish in fluctuations. This is a large factor in selling and has enabled businesses to progress on a firm basis. The lack of audited circulation in other countries for instance has restricted advertising and acted as a brake upon business.

"And the same refining process which has operated in the agencies and newspapers has been operating within the firms producing and handling advertised products. They are more carefully managed, their products have been improved and perfected. The United States is constantly improving its products, and today many advertised goods are near perfection. They deserve to be sold because they are well made and give the desired value to the purchaser. Advertising has increased the satisfaction of the buyer.

"All these facts have their influence in the year-to-year increase in linage. In 1923 the agencies constituting the American Association of Advertising Agencies placed \$250,000,000 worth of advertising. In 1924 the figure reached \$300,000,000 and in 1925 \$320,000,000. That figure will be exceeded this year and this year's figure will be surpassed next. The steady increase is due both to keener competition, which demands larger expenditures and greater sales efforts, and to the recognized power of advertising as an economic force."

The second factor working to increase newspaper linage is the general and welcomed effort being made by national advertisers to obtain local tie-up copy, Mr. O'Shaughnessy said.

"National advertising begets local advertising both directly and indirectly," he went on. "The national advertiser is becoming increasingly successful in obtaining dealer tie-ups."

Mr. O'Shaughnessy gave the writer a copy of a recent address made by Guy Richards of the Erickson Company, which illustrated the manner in which agencies are working to influence dealer advertising.

Mr. Richards quoted the following typical letter sent to publishers with an order for 15,000 lines:

"GENTLEMEN:

"We take pleasure in enclosing our contract for 15,000 lines covering 1926 advertising of our client, the Blank Company. On our recommendation this advertiser has been using your good paper for some time, and we feel confident that we may count upon your heartiest co-operation in extending every possible favor to an old friend.

"We ask two things of you. With the large amount of advertising now carried by daily newspapers, position has become an important factor in the selection of mediums, and we look for your full co-operation in this regard.

"Secondly, put your local salesmen on the job, solicit Blank Company dealers, and get them to tie up with our advertising. This is profitable business for everyone concerned, including yourselves, and we do not hesitate to demand your services. A copy of our proposed schedule is enclosed. Mats or electrotypes may be had without charge, on demand. Our client will likewise urge the dealers to advertise, and we believe you will find them all most responsive to your solicitations.

"We call your attention to the special note at the foot of our contract asking that checking copies be sent to our client as well as to this office. We shall check all advertisements carefully both for position and for dealer advertising. If you prevail upon dealers to run copy in issues in which our own advertisements do not appear, please be sure that these issues, as well, reach us."

"This letter was sent to all papers carrying Blank Company's advertising, 68 in number," Mr. Richards went on. "The campaign started in the middle of March. A check of tear sheets up to the end of May shows that dealers ran advertisements in 93 issues and that the total amount of tie-up copy was 154,084 lines. Occasionally, the volume of local advertising has actually exceeded that of the national advertiser. On an average, dealers are running 100 lines to every 300 lines ordered by the agency. By the end of the campaign, their total tie-ups should amount to well over 300,000 lines."

Mr. Richards had figures collected by one agency showing the growth of dealer copy, in connection with a national account, as follows:

First season dealers ran	81,000 lines
Second " " "	285,000 "
Third " " "	571,000 "
Fourth " " "	609,000 "
Fifth " " "	720,000 "
Sixth " " "	773,000 "
Seventh " " "	739,000 "

HERALD-TRIBUNE CUPS FOR AGENCY NINE



A. G. Anderson, of the New York Herald Tribune, presenting silver cups to players of the Calkins & Holden Advertising Agency baseball team, winners in the New York Advertising Agencies Baseball League. Left to right, back row, are J. Jeffrey, E. Gormley, G. Rupprecht, D. Berry, H. Augustine, R. Gormley, W. Preussner, A. Cozzi, J. Fuchs, F. Mullen, F. Kearney; front row, J. Scheideler, Mr. Anderson.

Members of the baseball team of the Calkins & Holden Advertising Agency, winners in the New York Advertising Agencies Baseball League, were entertained at luncheon by a group of advertising men on July 15. They were pre-

sented with cups by the New York Herald Tribune, and addresses were made at the luncheon by George J. Auer, national advertising manager of the Herald Tribune and William Haskell, also of the Herald Tribune.

"There are but single instances of the volume of collateral advertising which an agency is instrumental in creating," Mr. Richards said in his address. "The total for all national accounts is beyond accurate computation. Twenty-one agencies and three Four-A clients not covered by an agency statement, report figures which are truly amazing. The two examples already given are not included. Collateral advertising which had actually been checked by these concerns during the period 1920 to 1925 ran as follows:

"Lines	34,150,000
"Dollars	845,000
"Mats or electros	63,748

"If these were all reduced to lines, the total for six years would probably approximate 50,000,000. This is only such advertising as was actually traced and is the report of only a few companies. Multiply it by ten and you'll have a fraction of the total. Multiply it by twenty and you'll still be short. Set your own figure. The best estimate I can make is 300,000,000 lines a year, indirectly created by advertising agencies."

Mr. O'Shaughnessy cited a specific case in Indianapolis where the national firm spent only one-third as much to promote its product as did the local dealers.

"Manufacturer pressure on the dealer is constantly working in favor of increased local linage," he continued. "And indirectly, good national advertising by its impressiveness and appeal inspires local effort and serves as a model for larger and better copy."

During his discussion Mr. O'Shaughnessy touched on three subjects which have loomed large in the business view—instalment buying, the "saturation point," and the "cycle theory."

"Despite criticisms of instalment buying, I do not believe it can outrun itself," he declared. "For generations, people have bought groceries and paid their rent in instalments. The modern extension of this idea into many fields has been a great aid to business. I do not view it as a thing that can get out of control.

"I have personal knowledge of a Chicago firm which last year sold 15,000 units of a single product at \$80 each on the instalment plan with a very small down payment. A member of the firm told me that the credit loss on this transaction amounted to but one-fiftieth of one per cent!

"And the much talked of 'saturation point' I believe to be much misunderstood. You achieve saturation only when people can have no more wants. New wants are being created constantly. Because a man has a certain food capacity per day, it does not follow that sales of food products have no chance for expansion. New products, new wants are created. Habits and tastes change, new markets are developed."

Advertising is helping to eradicate the "cycle" bugaboo in business, according to Mr. O'Shaughnessy. Every year is a good year for businesses which are scientifically managed and which maintain a selling pressure accurately correlated with production.

The advertising director of one of New York's largest department stores, who wished to withhold his name, declared the linage increase due generally to the fact that advertising is now more effective than ever before and people read it more intelligently.

"Advertising technique is improving every year," he stated. "Today we have three people engaged solely in compiling advertising statistics for our store. Two years ago no one was doing this work.

"It is a fact that in many sections the first three months of this year did not show the expected volume of sales. Department heads undoubtedly got busy and demanded more advertising pressure, which has been sustained as business responded."



James O'Shaughnessy

commerce have revealed themselves through this record of paid newspaper advertising?

Speaking in a broad sense it indicates the continued progress of the American people toward a higher standard of living. New wants are being created; manufacturing genius is placing them on the market at prices available to families of average income; and newspaper advertising is being called upon to make sales keep pace with production.

Viewed concretely it indicates:

1. That excellent business conditions obtain in all parts of the country.
2. That increased skill in the use of advertising is making it a safer buy for merchants and manufacturers.
3. That competition between industries and also between local stores has sharply increased.
4. That national advertising is creating more local advertising.
5. That under the improved business management demand by mass selling (through advertising) the business "cycle" bogey is being dissipated.

EDITOR & PUBLISHER asked James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, to discuss the June linage record from an economic standpoint.

"The two outstanding factors in this increase in newspaper advertising are the heightened skill with which advertising is being used, and the increasing tendency for national advertising to influence local tie-up campaigns, and local advertising generally," he declared.

"On the first point, the agencies know more about advertising than they ever did before. Advertising now has a developed precision.

"Surveys and analyses have given advertising its desired business character. And what is true of the agencies is also true of the newspapers. They have solidified their circulations and are giving better basic values and better service than ever before.

"Audited circulations have been a great boon to business. Advertisers today can buy circulation more soundly than they can buy their raw materials; advertising

HARVARD AD AWARD CONDITIONS NAMED

Four General Classifications With
Subdivision—Prizes Total \$20,000
and a Gold Medal for
1926 Achievements

Conditions governing the Harvard advertising awards for 1926 were formally announced this week by the Graduate School of Business Administration of Harvard, which administers this activity founded by Edward W. Bok, for many years editor of the *Ladies' Home Journal*. The jury is instructed, the announcement states, to lay particular stress on accuracy and fair statement in all manuscripts and advertisements considered, to the end that truth shall be recognized as a factor of greatest practical value in advertising.

For the current year in all the awards, only advertising published or advertising research conducted wholly or in part during the calendar year 1926 is eligible.

The awards and conditions follow:

I. For Distinguished Services to Advertising—A gold medal will be awarded to the individual or organization deemed by the jury of award to merit recognition for distinguished contemporary services to advertising.

II. For Advertising Campaigns—Four prizes of \$2,000 each for advertising campaigns. Only advertising campaigns which have been directed primarily through the media of newspapers or periodicals may be submitted. These awards require submission of manuscripts, as later described.

1. For a National Campaign—This award will be given for the advertising campaign most conspicuous for the excellence of its planning and execution which seeks publicity on a national scale or over a large territory for products or an institution.

The jury of award may make two awards of \$2,000 each under this head; one for the national campaign of a general or institutional character deemed best; the second for the national campaign deemed best in advertising specific products.

2. For a Campaign of Industrial Products—This award will be given for the advertising campaign of the year most conspicuous for the excellence of its planning and execution which seeks publicity for industrial products primarily through the media of industrial, trade, or professional journals. Industrial products seeking publicity through general popular magazines will be judged under the award for national campaigns.

3. For a Local Campaign—This award will be given for the advertising campaign of the year most conspicuous for the excellence of its planning and execution which seeks publicity in a relatively limited territory or in a single locality for products or an institution. The jury of award may make two awards of \$2,000 each under this head; one for the local campaign of a general or institutional character deemed best; the second for the local campaign deemed best in advertising specific products.

4. For a Campaign Executed Locally in Cities of 100,000 Population or Less—This award will be given for the advertising campaign of the year executed locally in cities of 100,000 population or less most conspicuous for the excellence of its planning and execution. Local campaigns executed in cities over 100,000 will be considered under the general award for a local campaign mentioned under 3.

III. For Scientific Research in Advertising—An award of \$2,000 will be given for the advertising research of the year most conspicuous because: (a) it has brought about economy or secured efficiency in advertising by producing information of general value in furthering the knowledge and science of advertising, or (b) it has reduced or precluded unwise and wasteful expenditure in a specific advertising program. Research connected with any advertising campaign which receives an award under the second classification above will not be eligible also for this award.

The jury of award may make two awards of \$2,000 each under this head.

NEWSPAPER MEN ON ADVERTISING COMMISSION



HARVEY R. YOUNG (centre), advertising director of the *Columbus Dispatch*, has been appointed a member of the Advertising Commission of the International Advertising Association. Frank T. Carroll, advertising manager of the *Indianapolis News* and president of the Association of Newspaper Advertising Executives, appointed Mr. Young to succeed L. B. Palmer, manager of the American Newspaper Publishers Association, as one of the association's three representatives. The A.N.A.E. group on the commission now numbers three active newspaper executives. The other members who were reappointed are A. L. Shuman (right), vice-president and advertising manager of the *Fort Worth Star-Telegram* and *Record-Telegram*, and George M. Burbach (left), advertising director of the *St. Louis Post-Dispatch*.

IV. For Distinguished Individual Advertisements—Four prizes of \$1,000 each for excellence in the technique and substance of particular advertisements which have appeared in established American or Canadian newspapers or periodicals.

Ordinarily, but not necessarily, the jury will make awards under the following classification:

1. For the advertisement most effective in its use of text as the chief means of delivering its message.

2. For the advertisement most effective in its use of pictorial illustration as the chief means of delivering its message.

3. For the advertisement most effective in its combination of text and illustration as the means of delivering its message.

4. For the advertisement most effective in typography.

In its consideration of advertisements the jury will give attention to the excellence of typography. Correct and effective use of English will be deemed of first importance.

No advertisement shall be awarded more than one prize.

STAR TO ASK INJUNCTION

Would Prevent Commissioner from Proceeding With Libel Suit

KANSAS CITY, Mo., July 22.—All objections which had been raised by counsel for five executives of the *Kansas City Star* and Arthur M. Hyde, former governor of Missouri, to the taking of depositions in the \$3,000,000 libel suit of Walter S. Dickey, owner and editor of the *Kansas City Journal-Post*, against the Star men and Mr. Hyde, were overruled Wednesday by George H. English, special commissioner.

The suit is based on statements made by Mr. Hyde in a political speech and published in the morning edition of the Star July 7. Mr. Hyde made a personal attack on Mr. Dickey.

Although depositions are scheduled to start Monday, the defense has announced intention of going into circuit court with an application for an injunction to prevent Commissioner English from proceeding.

The defense questions the jurisdiction of Mr. English. One of the points overruled Wednesday by the commissioner,

was that Mr. Hyde, not being connected with the publication of the Star, could not be included in the suit for libel. It was contended he could only be sued for slander, and held no joint liability for libel.

"I rule that point against the defendants, and hold that a fair construction of the petition charges all the defendants with having participated in the libel," the commissioner ruled. "Whether it can be proved is not the question at this time."

Commissioner English further ruled the petition in general terms stated a cause of action recognized by law.

"Although I am not passing on the sufficiency of the petition, I do not say the petition fails to state sufficient grounds for action," he concluded.

I. N. Watson and Cyrus Crane are attorneys for the defendants. Miller, Winger and Reeder represent Mr. Dickey.

JUNE 5-10 SET AS I. A. A. 1927 CONVENTION DATES

New Financial Plan Approved at Meeting of Executive Committee in New York—Finance Group Named

The executive committee of the International Advertising Association meeting in New York this week set June 5 to 10 as the dates for the 1927 convention in Denver, Col. The meeting, held at the New York Advertising Club, was presided over by President C. K. Woodbridge.

A new financial plan presented by Francis Sisson, of the Guaranty Trust Company, New York, treasurer of the I. A. A., was adopted and a finance committee appointed with Mr. Sisson as chairman.

Details of the financial plan, as well as the personnel of the finance committee will be announced later, Earle Pearson, general manager of the I. A. A. stated, when acceptances have been received from those named to the committee.

The I. A. A. up to the present time has not had a finance committee.

ELIZABETH TIMES SOLD

Moran, Ivins and Unnamed Third Partner Are New Owners

The *Elizabeth* (N. J.) *Times*, evening daily which has been operating under a receivership was sold Tuesday to Joseph F. Moran of Brooklyn, Haddon Ivins, and a third man whose name was withheld, for \$40,000.

The sale was authorized by Vice Chancellor Backes in Newark after J. E. Strikes, receiver, had recommended acceptance of that sum for the assets of the paper.

A new corporation is being formed with Mr. Moran as president and Mr. Ivins as editor and publisher. Mr. Moran is a Brooklyn business man while Mr. Ivins is a veteran New Jersey newspaper man. He was former managing editor of the *Union City Hudson Dispatch* and joined the *Elizabeth Times* as managing editor in April of this year.

The *Times* was bought last October by a group of Hearst executives. The *Times'* daily editions were sold in combination with the *New York Evening Journal*.

CAMPAIGN FOR RELIGION

Church Advertising Department, I.A.A. Has World-Wide Plans

A world-wide campaign in behalf of religion, via newspapers, radio, advertising, bill-boards, exhibits, posters and other methods will be carried on during the coming year by the International Advertising Association through its Church Advertising Department, of which the Rev. Charles Stelzle, of New York, has been elected president. Campaign headquarters are at 1 Madison avenue, New York City.

Mr. Stelzle will appoint an outstanding advertising man as vice-president in each of the eighteen districts of the association. Advertising conferences will be held for ministers and church workers, advertising men, representatives of national religious bodies, editors of the religious press, and courses of lectures on advertising will be given in theological seminaries.

EIGHTY-YEAR-OLD FIRM STARTS ADVERTISING

Business Has Shown a Steady Growth, But Church & Dwight Company Learn That Many Users of Baking Soda Need Education in Product's Varied Utilities

By WARREN BASSETT

AFTER hiding its light under a bushel for 80 years, a firm doing millions of dollars' worth of business every year has called upon newspaper advertising to expand the use of its product.

The firm is the Church & Dwight Company of New York, and its products are The Arm & Hammer and Cow Brand Baking Soda. It is one of the four largest companies in the United States in its line.

It has not been forced into advertising by any loss in sales for the business has

she has been using exclusively for culinary purposes also has hygienic and medicinal uses; that the same product she uses in baking is also good for her children's sunburn.

"An interesting and heretofore practically unknown fact is that baking soda is really bicarbonate of soda in its purest form. The latter is sold by druggists and has many medicinal uses. The present campaign is telling the public that it does not need to buy a package of baking soda at the grocery store and a package of bicarbonate of soda at the drug store, because the former is exactly the same as the latter. In this way we expect to broaden the use of a product rather than find new users."

Newspapers were chosen instead of magazines because through them selling pressure can be concentrated upon a definite and compact market, Mr. Dorrance said.

The present campaign is in the nature of a laboratory test. Results obtained will be used to guide the larger national campaign which is expected to follow. The New England states—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont,—were chosen for the testing ground and \$50,000 is being spent in 68 daily newspapers, the total circulation of which is 2,221,218. The present merchandising drive will cover a six months' period. Twice-a-week copy is being used, which started out in large space—four columns by fifteen inches—and grades down to one column by 11 inches. In all 1,858 separate insertions will be run.

"Upstairs, Downstairs—Helpful Everywhere" is the caption of one of the larger pieces of copy.

"That package of baking soda on the kitchen shelf can be immensely useful all over the house," it declares.

"Baking Soda, whether Arm & Hammer Brand or Cow Brand, is pure bicarbonate of soda of the highest quality, untouched by human hands until the package is opened by the consumer.

"Both brands are the same, both made by Church & Dwight Co., Inc., specialists in this line for over eighty years, and both brands will give exactly the same service—this baking soda is helpful everywhere, upstairs, downstairs, all around the house—it is a household necessity with a hundred important uses."

The copy goes on to tell of its value as a first aid for scalds and burns, as a soothing, sanitary mouth wash, and as a disinfectant for the baby's bottle. How to use baking soda for these purposes is explained in detail.

The copy reproduced on this page is typical in style and appeal of the entire campaign.

It took eight months for Dorrance, Sullivan & Co., to convert the Church & Dwight Company to the idea of advertising.

The agency was retained to work out plans and submit ideas. The first plan of the soda company was to sell a package product through the drug trade. The agency prepared various types of packages and surveyed the possible market for soda as a dentifrice and mouth wash. The company decided against this plan, however, preferring to use newspaper advertising to tell the medicinal qualities of its product.

Dorrance, Sullivan & Co. then sent questionnaires to 2,500 housewives, discovering that very few of them knew the hygienic uses of baking soda. Information gleaned from this survey was used in the preparation of copy. A survey of New England followed.

"We are very much pleased with the co-operation we have received from newspapers on this campaign," Mr. Dorrance said. "Their merchandising de-

partments have sent out broadsides, circularized dealers, and obtained large window displays in local stores. Newspapers are becoming better and better co-operators.

Previous to the present advertising venture the Church & Dwight Company had never placed copy in newspapers or magazines. The business, long established, had grown steadily to a position of nation-wide importance in its field. The only printed promotion matter used consisted of recipe booklets and picture cards for children placed in the packages.

The Church & Dwight Company had its inception at Needham, Mass., when

conditions. He also suggested liberal use of advertising to insure success, and urged that the message be specific and not general.

"Most important is the selection of the mediums to carry your appeal," he said, "and the detailed knowledge of the class of readers of each particular newspaper in your locality. Do not expect your advertising to produce unusual results the day after it appears. It is much better to have it work steadily and surely and thus build your business on a sure foundation."

CUBA RAISES \$250,000 FOR ADVERTISING

Government to Use U. S. Newspapers and Magazines to Attract Tourists—Asking Better Rail and Boat Service

Plans of the Cuban government to spend \$250,000 in advertising for tourists in U. S. newspapers and magazines were told **EDITOR & PUBLISHER** this week by Augustin Agüero, manager of the publicity and information bureau of the Cuban National Tourist Commission. Mr. Agüero, who has spent several weeks in this country conferring with advertising men and transportation officials, sailed for home Saturday to report to the Commission.

"The campaign will be solely for the purpose of attracting tourists to Cuba and will not promote real estate or any industry," he declared. "Nor will it be directed only to people of wealth. We expect to appeal to the common people and tell them the attractions of Cuba. It is the purpose of the Tourist Commission to advertise Cuba as an all-year playground."

A small amount is now being spent in magazines, Mr. Agüero said, but the bulk of the \$250,000 remains to be disposed of by the Commission. Action will be taken shortly after he makes his report to that body, he said. Newspapers will undoubtedly be used.

Preliminary work has been carried on with transportation officials in this country in the interests of better rail and boat service to Cuba.

Emil M. Sholz, president of the World Wide Advertising Corporation, gave a luncheon in honor of Mr. Agüero on Thursday at the Bankers Club. Among the guests were Hon. Felipe Taboada, Cuban Consul General, Theodore P. Seymour, of the A. N. P. A., W. A. Thomson, Bureau of Advertising of the A. N. P. A. and advertising managers of several New York newspapers.

Mr. Agüero will return to New York in August and open an office.

DINNER FOR DR. KNECHT

H. R. Swartz, Hoe President, Host to 15 at Union League Club

H. R. Swartz, president of R. Hoe & Co. and chairman of the board, Intertype Corporation, tendered a dinner to Dr. Marcel Kuecht of *Le Matin*, Paris, at the Union League Club, New York, Tuesday evening. Dr. Kuecht, who came to this country with the French delegation to the convention of the International Advertising Association, sailed for home Friday.

Guests at the dinner were: Dr. Marcel Kuecht, Leon Renier, Jr., H. M. Tillinghast, Neal Dow Becker, Fred Hume, Jesse H. Neal, Edward Pidgeon, C. K. Woodbridge, James Wright Brown, H. H. Charles, Gilbert Hodges, Louis Meyer, J. H. Palmer, J. M. Masterson, F. G. Kent.



Clean Teeth—free from film

To protect the enamel of the teeth from the danger of albuminous film, use baking soda, either **ARM & HAMMER BRAND** or **COW BRAND**, as a dentifrice: spread the soda on a moist brush or pour a little in the palm of your hand, dip a moist brush in the soda, and brush the teeth thoroughly—it keeps the mouth wholesome and keeps the teeth free from film.

Both of these famous brands of baking soda are made by Church & Dwight Co., Inc., and both are the same product—pure bicarbonate of soda of the finest quality, a household necessity with a hundred important uses, a friend of the whole family—get a package today at your grocer's.

CHURCH & DWIGHT CO., INC.
27 Cedar Street New York

Single column copy (almost exact size) telling the public baking soda can be used as a dentifrice.

shown a steady increase. It is not seeking new users of its product, for its two brands of baking soda have been on the kitchen shelves of American homes for many years. It is not seeking new distributors, for there is scarcely a grocery store in the country which does not carry its products.

What then, is the Church & Dwight Company asking newspaper advertising to do?

In the words of Sturges Dorrance of Dorrance, Sullivan & Co., the New York agency handling the account, "it is a case of informing the public of new uses of baking soda, in other words taking it from the kitchen into the bathroom."

"We cannot create new users, for nearly everybody buys 'Arm & Hammer Soda,'" he declared. "The present campaign is to teach the housewife that what



New Uses for two old friends

For generations the housewives of America have used Arm & Hammer Brand and Cow Brand Baking Soda as a real help when cooking.

Both brands are the same—bicarbonate of soda in its purest form, prepared with the utmost care and untouched by human hands until the package is opened by the consumer.

Both of these famous brands of baking soda are made by Church & Dwight Co., Inc., manufacturers of this household necessity for over eighty years. But the surprising thing about this baking soda—bicarbonate of soda—is its great value and many uses outside the kitchen.



These are but a few of very many ways in which Church & Dwight baking soda (bicarbonate of soda) renders real service to all the family. Keep an ample supply of Arm & Hammer Brand or Cow Brand baking soda in the bathroom, in the medicine cabinet, in the kitchen. A dozen times a day it will prove helpful—get a package today at your grocer's.

CHURCH & DWIGHT CO., INC.
27 CEDAR STREET, NEW YORK CITY

First copy run in the campaign (original size 4 columns by 15 inches)

John Dwight, associated with his brother-in-law, Dr. Austin Church, started the manufacture of baking soda in 1846. In 1847 the firm of John Dwight & Co. was formed, which subsequently adopted the Cow Brand as its trademark.

This rather unusual brand name was picked because baking soda at that time was widely used for the preservation and sweetening of milk.

In 1865, Dr. Church seeing the need of some larger development to supply the demand for this product entered in the same business with his two sons under the name of Church & Co., using the Arm & Hammer as their brand. The two firms remained separate until 1896, when they were consolidated. The brand names were continued.

URGES THRICE-A-WEEK COPY

Agency Man Discusses Retail Advertising Before Leather Men

Retailers should advertise at least once a week, but three times a week is better, Alden H. Kenyon of the Kenyon Company, national advertising agency, told his hearers in an address before the New England Shoe and Leather Exposition at Boston last week. He said merchants should not confine their advertising to the day before pay day.

He also argued against the use of so-called "canned" advertising, urging merchants to prepare their own copy, especially something that would suit local

NO ANSWER TO TRADE BOARD CHARGE BY PUBLISHER HUMPHREY ACCUSES

Plan Is to Force Magazine Head Before Full Commission or Into Court—Other Members Hold Fraud Order Gives Ample Protection

By J. BART CAMPBELL

(Washington Correspondent of EDITOR & PUBLISHER)

WASHINGTON July 21.—Commissioner William E. Humphrey's personally-conducted campaign to place the onus for misleading or fraudulent advertising upon publications which accept it as well as upon concerns who place it is being aimed now at certain of the Bernarr MacFadden magazines, EDITOR & PUBLISHER was informed at the Federal Trade Commission offices here this week.

While Secretary Otis B. Johnson joined with Commissioners other than Mr. Humphrey, who is at his Seattle home on a vacation, in refusing EDITOR & PUBLISHER a copy of the complaint issued last week against *True Romances Magazine*, described as a MacFadden publication, it was learned from authoritative sources the Commission's legal department is seeking to force Bernarr MacFadden and his associates, if possible, either before the full Commission, or, into court in a test case.

Mr. Humphrey was represented as confident *True Romances* magazine would provide the basis for such a test case. The June issue of the magazine, upon which the complaint was based, gives as its publisher the Beautiful Womanhood Publishing Corporation, of which A. H. Young is described as president and advertising director, and Mrs. E. Zoty as secretary. The address of the editorial offices is given as the MacFadden Building, New York City. The leading editorial, entitled, "Out of the Past," is signed by Bernarr MacFadden.

Mr. Humphrey is to be permitted by his associates on the Commission to pursue alone his efforts to establish through the *True Romances* case the right of the Commission to hold legally or otherwise responsible publications which throw open their space to advertising the Commission's law department may hold is misleading or fraudulent. Mr. Humphrey possesses the reputation of being a capable and experienced lawyer. He gave careful study to the law governing the *True Romances* case before directing it to the attention of the rest of the Commission. His associates, as set forth by EDITOR & PUBLISHER last week, profess, however, not to be interested especially in the case. Conflict of opinion between Mr. Humphrey and them is not unusual. Mr. Humphrey has frequently dissented in other cases he found himself overruled by his fellow commissioners.

It may be stated as Mr. Humphrey is recognized as an Administration man, and as President Coolidge is expected to fill two, perhaps three, impending vacancies on the Commission this fall, Mr. Humphrey's influence as a member of the Commission is likely to grow and it will not be long before he will become its chairman.

The principle of "clean advertising" Mr. Humphrey is represented to be battling for is in his judgment well illustrated by the *True Romances* case. The publisher or publishers of this magazine have forty days in which to make answer to the complaint issued against the magazine because of an "anti-fat" advertisement said by Mr. Humphrey to have been inserted in it by the McGowan Laboratories of Chicago. Under the rules of the Commission the text of the complaint cannot be made public until an answer is filed, and the complaint and answer given out together.

No word was received at the Federal Trade Commission offices this week, EDITOR & PUBLISHER was informed, as to whether an answer would be filed in the case. It was therefore not known, if an answer does not materialize, if the full commission may support Mr. Humphrey and authorize the Commissioner's law department to carry the case into court.

Should the complaint be upheld, it is Mr. Humphrey's intention to press for the issuance of further complaints against other publications, copies of which he is reported to have assembled preparatory to his return from his vacation in September. It is evidently his purpose to pursue the matter irrespective of whether he receives the support of his fellow Commissioners or not. The situation will probably have to be threshed out, however, by the full Commission, and a favorable decision reached, or else Mr. Humphrey is likely to find himself again in a minority.

The advertisement in *True Romances* magazine, which furnished the basis for the complaint, according to information received by EDITOR & PUBLISHER at the Federal Trade Commission offices this week, makes the claim, under the heading "Scientist Discovers Fat Solvent," that the "preparation" it describes can "Reduce any or every part of your figure with amazing new Reducing Cream which melts away excess fat on any part of the body—slenderizing the figure to perfect proportions without drugs, strenuous exercise, rubber suits or painful denial of any kind."

The text of the advertisement is addressed to "Milady!" and voices the appeal that "if you have a single ounce of unwelcome flesh on your figure, here's good news for you, and that getting thin is now pleasurable simple and easy for any one."

"For I, M. J. McGowan," continues the advertisement, "after five years of tireless research, have made the discovery you have all been waiting for. At last I can tell you how to reduce quickly, comfortably—without the bother of tiresome exercises, without resorting to enervating salt baths, without rubber suits or belts, or my advice isn't going to cost you one single penny."

"My discovery I call Reducine—McGowan's Reducine. It is not a medicine, a bath salt or a course of useless gymnastics. NO—Reducine is a pleasant cream you can apply in the privacy of your own room, putting it gently onto the part you want to slenderize and promptly you will notice a change. A harmless chemical reaction takes place, during which the excess fat is literally dissolved away, leaving the figure slim and properly rounded, giving the lithe grace to the body every man and woman desires."

The advertisement promises that the "treatment" will take only 21 days. One jar of "Reducine" may turn the trick, but three jars are described as a necessary "treatment" for "permanent reducing."

"No matter how much or how little over-weight you are, I guarantee that my Reducing Cream will reduce any, or every part of your body, quickly, surely. I do not merely promise these results—I guarantee them," also runs the advertisement which offers "Reducine" at \$2.47 a jar plus a few cents postage, the mails and the postman to be employed to deliver it to the prospective purchaser. The entire treatment is offered, however, at \$7, the full amount to be refunded "if it has not reduced my figure," according to the coupon furnished the prospective purchaser.

In the judgment of some of Mr. Humphrey's associates on the Commission a simple investigation by the Post-office Department, with the possible issuance of a fraud order, if found justified, is all that is necessary to deal with such a case. Mr. Humphrey believes, however, "it is about time the Commission took drastic action against not only a concern placing such an advertisement but against a publication carrying it."

If the publishers of *True Romances* ignore the complaint, the test case Mr.

Humphrey is seeking may possibly fall, unless the Commission's legal department can find some way of getting it into court, but it is said to be Mr. Humphrey's purpose to continue his efforts to provoke some advertising medium to so oppose the commission in such a case as will force a show-down on his plan to divide responsibility for "quack," "fake," or otherwise questionable advertising between those who accept it and those who place it. Conceding this may take some time to accomplish, Mr. Humphrey is confident of attaining his objective eventually—the prevention and prohibition of such advertising matter as that alleged to have been placed by the McGowan Laboratories and alleged to have been accepted by *True Romances* magazine.

HUMPHREY PLAN A "PROGRESSIVE STEP"

Better Business Bureau Officials Believe Citing Publishers Who Print Fraud Copy Will Aid in Purifying Business

The National Better Business Bureau is fully in sympathy with any move to make operation increasingly difficult for fraudulent concerns, E. L. Greene, manager, declared when asked his opinion on Commissioner Humphrey's plan to cite publishers who knowingly print fraud advertising.

"The Bureau has always maintained that every party aiding in the perpetration of a fraud should be held responsible," he declared. "It is a bad thing to have any person engaged in a fraud exempt from responsibility, whether an advertising agency, a publisher, or a group of salesmen."

"However, the Better Business Bureau believes that the legal attack on fraudulent advertising is only one phase of the movement to eliminate abuses from advertising and selling practices. Many of these the Bureau has found in its experience can be more readily eliminated by direct action with representatives of industrial groups as a whole without recourse to prosecution."

B. L. Shinn, of the Bureau's staff, viewed Mr. Humphrey's plan from the lawyer's standpoint.

"If it is Mr. Humphrey's plan to cite publishers of fraud advertising along with the firm behind the copy, making the publishers who knowingly participate in fraudulent schemes also responsible, I believe it will be a forward step in eliminating bad practices," he stated.

"However, if it is the Commissioner's plan to proceed solely against publishers as a short cut in the elimination of fraud in business, I believe the effort is doomed to failure. As a lawyer I cannot quite see the Commission's jurisdiction."

"Publishers can do much toward censoring advertising copy, and most of them do. But when the courts themselves, in many cases, have difficulty in drawing a sharp line between what is merely inaccurate, what is deceptive, and what is purely fraudulent, how can the individual publisher, who is not a lawyer, make an arbitrary distinction?"

"If it is Mr. Humphrey's plan to set up a fence of publishers against fraudulent businesses, without proceeding against the businesses themselves, I do not believe the situation will be greatly improved. The plan must include both."

"The Bureau is in complete sympathy with the Federal Trade Commission in its effort to improve business conditions."

"If the Commission holds those who knowingly print fraudulent advertising responsible, as well as the company which pays for it, I believe it will be a progressive step."

Ties Up Lumber Campaign

Advertising of west coast lumber has brought to the West Coast Lumber Trade extension bureau of Seattle more than 200 requests from retail lumber dealers for illustrations and advertising copy to be used by them in aiding the national lumber advertising campaign through local newspapers.

FRAUD ORDER BARS FAT CURE ADS

Post Office Acts Against Cleveland Nostrum Manufacturer Who Claims He Spent \$120,000 in Advertising

Coincident with the clamor raised by Federal Trade Commissioner Humphrey for new machinery by which the commission may proceed against publishers of "fraudulent advertising" as well as the advertisers, the Post Office Department issued a fraud order debarring from the mails the advertising of the La-Mar Laboratories, advertising a soap to reduce obesity. A reducing cream advertisement in a New York magazine was one of the advertisements referred to by Commissioner Humphrey in his address at Seattle, reported in EDITOR & PUBLISHER last week. The order was issued in June, following this report by the solicitor for the Post Office:

"The business consists in the sale, through the mails, of an article called La-Mar Reducing Soap. The ingredients of the soap, as given to the Post Office inspector who investigated this case by H. J. Brown, who is the husband of Mrs. Enda B. Brown, and who is designated as secretary and treasurer, are iodide of potassium, sassafras and coconut oil. The soap is manufactured by Lancaster, Pa., and Cincinnati concerns. The evidence shows that H. J. Brown holds the capital stock of \$50,000, that he is general manager as well as secretary and treasurer. His wife is president of the concern, and is also active in its management. Mr. Brown informed the inspector that he spends about \$120,000 annually for advertising purposes, and that the gross receipts are between \$125,000 and \$150,000 per year. He stated that between 200 and 300 orders are filled daily. Mr. Brown claims that he was once in the drug business, and in this way originated the soap formula. A little printed folder used by the La-Mar Laboratories is captioned as follows in large display type:

"Wash Away Fat and Years of Age with La-Mar Reducing Soap."

"This page also contains a cut showing three female figures, one very stout, one not so stout, and the third, slender, with the word 'reduced' printed alongside in such manner as to plainly indicate that the very obese woman can 'reduce' to the lines of the slender woman."

"From the evidence I find that such claims as those heretofore quoted from the concern's printed folder are, one and all, false and fraudulent. Fat can not be washed away, whether from any particular portion or from the entire body. Dieting and exercising which the promoters claim are unnecessary, are, in fact, the only effective means known by medical experts for fat reduction when practiced under the direction of the physician and in certain selected cases."

"That the promoters realize that dieting is really the effective agent in fat reduction is indicated by a statement in the circular giving directions for the use of the soap."

"In the literature of the concern there is offered for sale at \$3 each, an article called the Slen-Mar Reducing Brush, recommended to be used in conjunction with La-Mar Reducing Soap. Fourteen cakes of soap and the reducing brush offered for \$4.50. From this it would appear that the soap needs the assistance of a brush and the exercise incident to its use."

"According to the evidence, the concern does not hesitate to recommend and sell its soap to persons who want to reduce as much as sixty pounds or more, without any information as to the cause of the obese conditions, the physical condition or habits of the patient. There is in evidence the case of a woman who said she was sixty years old, weighed 240 pounds, and who asked that if the soap would take off sixty pounds and make her ten years younger, the concern might send three cakes of soap, priced at \$1. The soap was forwarded to the writer in a few days without further question."

"The concern also claims that the fat is 'dissolved' and removed and the skin left smooth, unwrinkled and healthy. According to the evidence, there is nothing in the soap that will dissolve and remove fat, or that will 'shrink' the skin as claimed by the concern. There will be no such dissolution and removal of fat as to affect the skin. The soap is principally fat, and it is quite apparent that fat will not dissolve fat."

"The evidence shows that H. J. Brown formerly operated the H. J. Brown Medical Company, selling Tescum and Nicotol as a cure for the tobacco habit. This business received the attention of the Department at the time. According to newspaper advertisements, Brown is still in this business, although he informed the Post Office inspector at the time of an interview in the instant case that he had no other business."

"It is reported by the postmaster at Cleveland, Ohio, under date of April 3, 1926, that the concern receives an average of 200 letters daily. According to the evidence, very little, if any, mail relating to the business is addressed to H. J. Brown, and I therefore recommend that his personal name be not included in the fraud order."

"The evidence shows, and I so find, that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises."

"I therefore recommend that a fraud order be issued against the La-Mar Laboratories at Cleveland, Ohio."

WHAT JUDGES HAVE SAID ABOUT LIBEL CASES

Old Law Reviews Show Decisions Forming Basis for Present Day Judgments—Courts Uphold Freedom of Press But Are Hard on Careless Reporting

By PHILIP SCHUYLER

This is the 19th article of a series obtained by EDITOR & PUBLISHER, stripping the libel law of legal verbiage. Next week the series will be continued with an article describing how three editors sum up the law of libel for their staffs.

DECISIONS and opinions of judges of another day form the basis for many judgments in libel cases before the courts of today. By searching old files of law reviews in the New York Public Library, the writer of this series has gathered together some of the decisions considered most significantly by legal authorities during the last 15 years. In a subsequent article consideration will be given to more recent judicial remarks concerning libel.

Fundamentals of libel law have been clearly laid down and interpreted by the American bench. Important cases that have merited the attention of writers on libel law, such as William Henderson, member of the New York bar, and author of "Newspapers and Libel," bring out clearly the following points:

1—American courts, as far as libel is concerned, uphold the freedom of the press.

2—Judges are generally harsh, however, in punishing newspaper carelessness.

3—Mere gossip in the news is severely censured.

4—Big circulations intensify the wrong done by libelous publications and therefore necessarily imply the need of greater editorial carefulness.

5—Criticism of men in public office is an important duty of the press, but the criticism must be based on facts not fancies concerning the officials' acts, and not the motives for those acts.

6—Where malice is a legal fiction and not a natural fact, it is the general disposition of juries to deal leniently with libel defendants, one judge declared.

7—The law cannot be eluded by any artful and disguised style in which men attempt to conceal treason or libel. In other words, courts of the land invariably take into consideration the language in which the alleged libel is written.

Justice Freedman in superior court of New York in the case of Roediger vs. the *New York Staats Zeitung*, thus defined press freedom:

"The freedom of the press is guaranteed by constitutional provisions and, while, in the exercise of the police powers inherent in every state, every other business may be regulated to a point of prohibition, no law can be passed to restrain or abridge the liberty of the press. The freedom of the public press is recognized as one of the cornerstones of our republican institutions, and the fact has an important bearing in the determination of the case of libel alleged to have been published by a journal of respectable standing * * *

"In this country it is considered not only the right but the duty of a newspaper to discuss questions of public interest and to criticize the acts of those who may be temporarily entrusted with power. So it is considered not only the right, but the duty of a newspaper to inform its readers of the current news of the day.

"Of course, the right must be exercised fairly and duly discharged with due regard for truth and propriety. But, as a matter of fact, no caution that human art can devise will totally exclude libel from a newspaper.

"They come in a hundred forms—in reports, in correspondence, in cuttings from other papers, even in the advertisements, and if the law is enforced in its full severity, as it was in England at the time the doctrine prevailed of 'the greater the truth the greater the libel,' no journal in this country could live for a month and fulfill its mission."

Although Justice Freedman thus hinted at the impossibility of enforcing libel law in "its full severity," judges are invariably harsh in dealing with cases

arising from reportorial carelessness.

For instance, when two men were arrested in Windsor, Ont., charged with selling U. S. stamps, a misdemeanor in that city, the reporter took the word of the police chief that they were wanted in a Michigan city in connection with the recent robbery of a post office, and immediately wired a story to a Detroit paper, which stated it was believed the thieves had been caught. The pair were in no way involved in the post office robbery and when released for lack of evidence on the lesser charge, sued the Detroit paper for libel. They recovered substantial damages.

Justice Morse of Detroit, before whom the case came, considered the Windsor reporter entirely to blame for spreading the libel. It wasn't the mistaken police chief he censured. Instead he used the birch rod on the newspaper man and his paper in the following lashing words:

"The greater the circulation of a newspaper, the greater the wrong done by an unwarranted publication and the more reason why greater care should be exercised in the publication of personal items.

"No newspaper has any right to trifle with the reputation of any citizen, or by carelessness or recklessness to injure his good name and fame or business; nor has its reporter any more right to collect the stories on the street or even information from policemen or magistrates out of court about a citizen and to his detriment and publish such stories as facts, than has a person not connected with a newspaper to whisper from ear

to ear the gossip and scandal of the street.

"If true, such a publication may be privileged, but if false, the newspaper as well as the citizen (the reporter) must be responsible to anyone who is wronged and damaged thereby.

"It is indignity enough for an honest man to be arrested and put into prison for an offense of which he is innocent and for which indignity oftentimes he has no address, without being further submitted to the wrong and outrage of a false publication of the circumstances of such arrest and imprisonment, looking toward his guilt, without remedy.

"No sophistry of reasoning and no excuse of the demand of the public for news or the peculiar nature and magnitude of newspaper work can avail to alter the law, except, perhaps, by positive statute, which is doubtful, so as to leave a party thus injured without any recourse for a wrong, which can even now as the law stands never be adequately compensated to one who loves his reputation better than money."

The editorial writer or reporter who dislikes a man, and desires to attack him in print, needn't think that any clever writing will keep him out of libel.

"The law cannot be eluded by any of the artful and disguised modes in which men attempt to conceal treason or libel and slanderous meanings and designs," Chief Justice Shaw has declared in a frequently cited Massachusetts decision; "that, in truth, language is published and circulated with intent to slander and de-

fame others, though such intent is artfully concealed by use of ambiguous, technical or conventional terms or court phrases, or in any of the other thousand forms in which malice attempts to disguise itself."

Criticism of men in public office is among a newspaper's most important jobs. But whether the criticism should be limited to acts, or privileged to extend to motives is a moot question.

Chief Justice Cockburn set the rule down this way:

"I think the fair position in which the law can be settled is this: that where the public conduct of a man is open to an animadversion and the writer who is commenting upon it makes imputations on his motives, which arise fairly and legitimately out of his conduct, so that the jury shall say that the criticism was not only honest, but also well founded, an action is not maintainable.

"But it is not because a public writer fancies that the conduct of a public man is open to the suspicion of dishonesty, he is therefore justified in assailing his character as dishonest."

At another time the same Chief Justice declared:

"Those who fill a public position must not be too thin-skinned in reference to comments made upon them. It would often happen that objections could be made about public men, which they knew from the bottom of their hearts were undeserved and unjust, yet they must bear with them and submit to be misunderstood for a time knowing that the criticism of the press is the best security for the proper discharge of public duties."

"But," Justice Van Vorst cautions in a New York case, "this privilege accorded to journalists and regular correspondents of the press in writing and commenting upon current affairs is not to be abused by using it intemperately or recklessly as an instrument to injure individuals or substantial interests through statements or inferences maliciously made, justified neither by the facts nor the occasion"

A most lenient view of libel law is taken by Judge Cooley in his work on constitutional limitations:

"The newspaper press has become one of the chief necessities of our alert and commercial civilization," he wrote. "It bears its official relations to the government, national, state and local and it comes nearer to the popular eye and heart than any other agency for influencing public opinion. In the main, it recognizes the importance of these relations which have grown up between it and the communities it serves and discharges the functions assigned to it with a dignity, sagacity and enterprise not surpassed by laborers in other fields. It is a fact that the general disposition of juries in such cases where the malice is a legal fiction and not a natural fact, is to deal leniently with the defendant. Verdicts of six cents are of common occurrence. The significance of these verdicts is that while the publication has been guilty of a technical libel his guilt was done in innocence and the plaintiff is not entitled to smart money."

GRANT WEEK'S VACATION

The Mergenthaler Linotype Company will grant a week's vacation with full pay to all employees of its Brooklyn factory beginning Aug. 2. Only a small organization will be retained to take care of emergencies.

SARGENT ON CLASSIFIED BOARD

Charles S. Sargent, classified advertising manager of the *Miami (Fla.) Herald*, has been elected to the board of directors of the Association of Newspaper Classified Advertising Managers.

HOUSTON CHRONICLE'S NEW EXECUTIVE TRIO WELL KNOWN IN TEXAS JOURNALISM



C. B. GILLESPIE



G. J. PALMER



STEVE KELTON

HOUSTON, Tex., July 20.—Three of the best known newspaper men in the Southwest are directing the affairs of the *Chronicle*, since its purchase by Jesse H. Jones, and the retirement of M. E. Foster.

C. B. Gillespie, who has been elevated to the position of vice-president and editor and active head of the publication is one of the editorial veterans of the state. Coming to the *Chronicle* at the time it was launched in 1901, Mr. Gillespie has served as managing editor of the paper, up through its years of growth until his recent promotion. He has been constantly in touch with editorial affairs in the Southwest. Tolerance in judging the frailties of humanity, and a strong and vigorous treatment of public questions has marked his work.

G. J. Palmer, who has been made vice-president and business manager, is likewise a veteran in the publishing field—his newspaper service in Texas dates back nearly three decades. Mr. Palmer was with the *Houston Post* in charge of

business affairs from 1897 until 1918, when that publication was taken over by Roy G. Watson. Mr. Palmer went to the *Chronicle* in 1924, as assistant to the publisher. Active in A. N. P. A. affairs, he has been for several years special commissioner for the Texas Newspaper Publishers' Association. He has also been an active member of the Interstate Inland Waterways Association, being at this time vice-president and treasurer of that organization.

Steve Kelton, national advertising manager, and now promoted to assistant business manager, in addition to the national advertising work, is well known throughout eastern publishing and advertising circles. Mr. Kelton joined the *Chronicle* in 1919 as merchandising service man, and 18 months later became national advertising manager. In his new position, while continuing active in national advertising circles, Mr. Kelton will be more closely associated with the executive management of the paper as Mr. Palmer's assistant.

NEWSPAPER MAKERS AT WORK

By LUCILE BRIAN GILMORE

HENRY JUSTIN SMITH, managing editor of the *Chicago Daily News*, now spending a well-earned vacation in Europe, is a refutation of the common belief that one cannot work on a newspaper for long, peering through the grimy, uncurtained window of life, without becoming calloused and hardened.

Twenty-seven years ago, a young man just out of college with the temperament of an artist and musician, he went to work as a reporter on the *Daily News*. He has spent the greatest part of the past twenty-seven years in the city room or just off the city room of that newspaper, serving in the various capacities of reporter, copy reader, city editor, news editor, and managing editor, and he still has the temperament of an artist and musician, mellowed and enriched by his work.

As a youth, Mr. Smith had ambitions of becoming a professor of English, but after his graduation from the University of Chicago in 1898, he went to work as a newspaper reporter instead, bringing his undeniable literary talents to the city room rather than to the class room. His influence has been felt on the *Daily News* where he has consistently encouraged and aimed at good writing and frowned on haphazard, carelessly written copy. He has also found time to do some writing himself. He is the author of "Deadlines," the book that has sold better than any other book about newspapers; "The Other Side of the Wall," a romantic novel, and "Josslyn," a more or less autobiographical novel.

Mr. Smith's best is literature, and that bent has found expression in his newspaper work. He has an extensive personal library, and a special leaning toward French literature. He is an accomplished pianist and has an ardent love for French music. His wife, too, a highly-cultured and talented woman, was at one time a teacher of French.

In his work Mr. Smith is alert in recognizing ability in the work of others, and in helping foster that ability. He is accessible and ready to listen to the ideas of others. There is nobody at the door of his office who has to be passed before admittance can be gained. He is quick to notice new faces in the office, and to enquire about them, whether they be the faces of subs aimlessly pecking away at their typewriters while waiting for their "big opportunity," or the faces of the older, perhaps wiser, and usually more disillusioned copy readers. Often too, he smokes and chats with the members of his staff in the little smokeshop alongside the *Daily News* building.

Mr. Smith's service with the *Daily News* has been continuous since he first joined the paper in 1899, except for a brief year and a half when he was given a leave of absence in 1924 to take charge of public relations for the University of Chicago, as assistant to the president. Part of his work at the university consisted of creating a closer relationship and clearer understanding between the university and the public, part of it was concerned with the publicity program in connection with the university's campaign for \$17,500,000 for buildings and endowments. He took up his work with the university when he was news editor of the *Daily News*, and returned to the paper in February, 1926, after the death of Victor F. Lawson, as managing editor. Mr. Smith was a confidential friend of Mr. Lawson, who had so high a regard for his young news editor that he left him a bequest of \$10,000 in his will, as a token of his appreciation of his loyalty and devotion.

Mr. Smith never tires of his newspaper work, the novelty of which intrigues him and never wears off. He is insistent on absolute truth in news stories, but encourages descriptive news stories not merely a statement of bare facts.

Printing crime news, he believes, is merely facing the facts rather than ignoring them. An "ostrich policy" in regard to the use of crime news, he declares, will not lessen crime.

"The question of crime news, like most other questions of news values, is a simple issue as between facing facts and being blind to them," Mr. Smith says. "A majority of newspaper men believe that the 'ostrich policy' is dangerous, not only to circulation but to society. We do not think about circulation so much as some critics suppose; we do think about wise and sane policies more than we get credit for. And the most of us, having observed the effects, in some fields, of



Henry Justin Smith

timidity, wilful ignorance and self-delusion, are determined not to fall into these errors, even if we commit other errors."

Mr. Smith was born in Chicago in 1875, the son of Dr. Justin A. Smith, for years editor of the *Standard*, a weekly paper of the Baptist denomination. During his work with the *Daily News*, he has had the opportunity to train many men in principles of good journalism, and has been brought into association with many who have since attained considerable fame as writers, among them are Carl Sandburg, poet and author of "Abraham Lincoln, the Prairie Years"; Ben Hecht, novelist; whose vivid sketches of bits of life in Chicago were for a long time a feature of the *Daily News*; Keith Preston, humorist and literary editor of the paper; Sherwood Anderson, novelist, and scores of others. The *Daily News* seems always to have attracted men with writing talent, perhaps because for years there has been on the staff a man like Henry Justin Smith who was able to recognize talent and encourage it. His own book "Deadlines" has been accepted as a classic portrayal of newspaper life, and has been adopted in Europe, in Japan, and in China.

Mr. Smith is loyal to the people who work with him and ever ready to help iron out their difficulties, professional or personal. He is good at judging character and can usually tell sincerity from bluff. He has an aversion for politics and politicians, big or little.

Mr. Smith goes to work with a memorandum pad ever at his side, on which he jots down ideas as they come to him. His pad is his guide in his work. And he digs into his work wholeheartedly, with his sleeves rolled up literally and figuratively.

In 1918 Mr. Smith was sent abroad for the *Daily News* and served for a while as its Paris correspondent.

A newspaper colleague has this to say of Mr. Smith's literary work:

"The news room of the *Daily News* provided themes which took an absorbing, magical interest from their transmutation into literary gold within the sympathetic, analytical mind of Henry Smith. It may serve still further to illustrate the fact that though interesting personalities and curious or dramatic incidents are

abundant in a newspaper's news room, it is only when an observer and an analyst with an understanding heart like the author of 'Deadlines' and 'Josslyn' is there that such material gets transformed into literature."

ORANGES DAILY ORGANIZED

Bayonne Plant and New Press Bought by Jersey Paper

The Publishing Company of the Oranges and Maplewood has recently acquired for its projected daily in that New Jersey section, the plant of the *Bayonne Public Opinion*, including six lino-type machines and the usual composing room equipment. The press room equipment was not taken over. A Simplex press with a capacity of 15,000 40-page papers per hour has been contracted for from R. Hoe & Co., and delivery is expected in September.

Officers of the new concern are: President, Arthur T. Muir, president of a department store in the Oranges; vice-presidents, Wilbur Munn, president of the Second National Bank of Orange and G. Clifford Jones, publisher of the *Courier*, the existing weekly in the Oranges; secretary, Thomas F. Burley, Jr., secretary of the Chamber of Commerce of the



G. CLIFFORD JONES

Oranges and Maplewood; treasurer, Edwin Balch, Jr., head of the John O'Rourke Company.

The executive committee is made up of the officers and Col. Austen Colgate, of the Colgate Co.

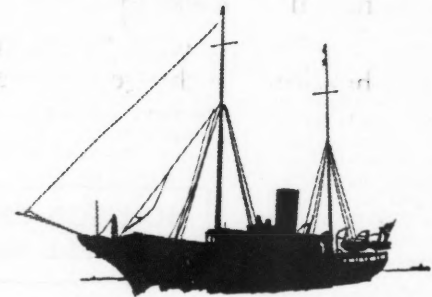
The directors, in addition to the above are: Alfred J. Grosso, attorney; Charles Edison, son of Thomas A. Edison and business head of Thomas A. Edison, Inc.; Harrison M. Lang, president of the Chamber of Commerce; Oscar Schoenherr, head of the Welfare Federation of the Oranges; J. R. Monroe, president of the Monroe Calculating Machine Company; Charles C. Huit, secretary Finlay J. Sheppard; William J. Orchard, manufacturer; P. A. Smith of the A. P. Smith Manufacturing Company, John S. de Hart, Jr., chairman of the Maplewood Township Committee, and Frederick E. Reeve, New York, business man.

All of the above are stockholders and in addition, the following business men are included among the stockholders and incorporators: Farnham Yardley, vice-president Jenkins Valve Co.; John A. Gore, vice-president Prudential Life Insurance Company; Jacob Roth of the National Beef Company; and Edward Prizer, head of the Vacuum Oil Company.

Of the \$250,000 authorized capital \$200,000 will be paid in advance.

GRAND RAPIDS SEEKS FAME

A "publicity bureau" to spread among newspapers, trade journals and general magazines "authentic information regarding home furnishings and Grand Rapids furniture construction," is being planned by the Grand Rapids Market Association.



Commerce at the port of Jacksonville vaults 538%

Port commerce in Jacksonville for 1925 showed an increase in value of 538 per cent over that of 1921. This is shown in the report recently released by the Chamber of Commerce. The report contains fifty pages and required more than three months to compile.

The solidarity of Jacksonville is evident from the universal gains of all businesses. The Florida Times-Union is in accord with a gain of nearly two million agate lines of paid advertising so far this year.

The Florida Times-Union
~ JACKSONVILLE ~

DAILY 53,000

SUNDAY 70,000

Advertising Executives

read and prefer

The New York Times

The report* of an investigation of "Newspaper Reading Habits of Advertising Executives in New York," by Professor George Burton Hotchkiss, Chairman of the Department of Advertising and Marketing at New York University, just published by The Association of National Advertisers, indicates that The New York Times is the newspaper preferred by the majority.

Answers to a simple questionnaire were received from 800 advertising managers and 200 advertising agency executives. The report, referring to the proof of the accuracy of the results, states: "This test of 1,000 cases can be taken as a thoroughly safe indication of the newspaper reading habits of all advertising executives of the New York territory."

Of the men who read only one morning newspaper, about 48% read The New York Times, 40% a second morning newspaper and 9% a third morning newspaper.

The answers "indicate that readers of The Times like particularly its handling of the general news, of foreign news, and of finance, with a very good percentage who are interested in its business pages and its advertisements. The Times was listed as the favorite Sunday paper. It received over 57% of the total number of possible choices.

"Many reasons were written in—237 in all—including 75 mentions of The New York Times Book Review and 69 of The Times Rotogravure Section."

Distribution of 1,331 morning newspapers and 1,351 Sunday papers read by 800 advertising managers and 200 advertising agency executives:

	Morning Papers Read	Morning Papers Preferred	Sunday Papers Read	Sunday Papers Preferred
The New York Times	571	445	696	573
Second Newspaper	478	345	410	250
Third Newspaper.	204	129	131	47
Fourth Newspaper	44	11	81	18

*A prefatory note in the report states that the investigation was initiated and financed by The New York Herald Tribune. The name of The Herald Tribune, however, was not connected with the investigation in any way, eliminating all element of bias.

LOS ANGELES DAILY NEWS RE-FINANCING UNDER STATE'S CLOSE SCRUTINY

New Nevada Corporation's Premature Sale of \$45,000 Stock Stopped—Commissioner Demands Changes in Planned Allotment of Shares

(By Telegraph to EDITOR & PUBLISHER)

LOS ANGELES, Cal., July 20.—At the hearing last Friday of the recently formed Daily News Corporation it was found that the corporation had violated the California securities act by accepting \$45,000 in stock subscriptions without obtaining the sanction of the State Corporation Commission. The hearing of the Nevada corporation was on its application for permission to sell \$250,000 worth of stock.

Claude B. Andrews, first vice-president of the new corporation, which was formed to take over the *Illustrated Daily News*, admitted the premature stock subscriptions to which Chief Deputy Corporation Commissioner Walther took exception.

The violation must be remedied and the money accepted for stock be returned before a permit will be issued, according to the commissioner. Andrews stated that the practice had already been discontinued and some of the money had been returned. He agreed to send out notices recalling the stock purchases.

That the *Illustrated News* had never showed a profit, but that its monthly deficit was "from \$15,000 to \$50,000," was the assertion made by H. B. Granlee, secretary and treasurer of the new corporation, who had served in a similar capacity with Vanderbilt Newspapers, Inc. More than \$1,300,000 has been dropped in the operating expenses of the paper, he said, expressing the belief that with the proposed new management the paper would be breaking even in four months. Within six months monthly profits would be \$10,000, he stated.

At the hearing testimony indicated that the *Illustrated Daily News Publishing Company* is in debt to Vanderbilt Newspapers, Inc., for \$1,600,000, and the latter corporation owes Cornelius Vanderbilt, Sr., \$901,000, which figure it is declared Gen. Vanderbilt has agreed to cancel, dependent upon the cancellation of the \$1,600,000 debt and the giving of the control of the paper to the present stockholders.

Certain details surrounding the proposed plan of disposing of stock in the Nevada corporation were objected to by Walther. The plan explained at the hearing is to sell 25,000 shares of Class A preferred stock, par value \$25, paying 8% dividends; 25,000 shares Class B common stock, no par value, paying \$1.40 a share after the 8% dividend paid on Class A stock, and 25,000 Class C common stock, no par value, to share equally in any other dividends after the 8% and the \$1.40 is paid on Classes A and B.

It was planned to issue Class A and B stock in exchange for stock in the *Illustrated News Publishing Company*, plus fifty percent of the value of the latter, with the alternative of Class C stock share for share, for those who do not wish to pay the additional 50 percent. As stockholders who already have bought stock in the paper and cannot afford to invest more would have no alternative but to take Class C stock, having no voting power, Walther took exception to the scheme.

He also objected to the articles of incorporation which are understood to give directors power to prevent stockholders from examining the books, except for record of stock transfers.

The case was continued from last Friday to today to allow the committee, representing various interests, to confer with the federal receiver of the *Vanderbilts Newspapers, Inc.*, who was due in the city from Florida. Federal Judge McCormick, it was announced at the hearing, favored a plan by present stockholders, but urged immediate action.

Corporation Commissioner Daugherty, who was in attendance at hearing, in-

sisted upon further safeguards for the stockholders of the Nevada Corporation organized to take over the *Illustrated Daily News Publishing Company*.

A permit to sell stock in the new corporation will not be issued, it was declared, unless all of the money collected is impounded until such time as the Corporation Commissioner is satisfied that there is enough to make a bid on the newspaper property. Books of the corporation must be open at all times to inspection by the commissioner also.

"No permit that I issue will be a bar to any possible criminal action in connection with the old company or the sale of its stock," stated Daugherty. Mr. Andrews reported that 90 per cent of the \$45,000 collected before a permit had been issued had already been returned to stockholders and all have been notified that their money awaits them.

It was suggested that class C shareholders be permitted to vote in case they do not receive a dividend on their stock for five successive years.

VANDERBILT NURSING CHAIN DAILY DREAM

In Philadelphia Interview He Declares He Wants to Be a Newspaper Magnate, Possibly Within Next Year

(By Telegraph to EDITOR & PUBLISHER)

PHILADELPHIA, July 20.—Cornelius Vanderbilt, Jr., in Philadelphia today for a brief visit, announced his plan to invade the eastern field with a new chain of newspapers next year, if he is able to recoup the fortune he lost in the crash of his western and southern tabloids.

He declared that it is his ambition to become a power in American journalism. "I want to be a newspaper magnate," he said.

Mr. Vanderbilt returned to New York yesterday on the *Leviathan* from Europe and came to Philadelphia last night to seek his chauffeur, and to get his motor car which is undergoing repairs.

He was still in bed in the Benjamin Franklin Hotel, when he admitted interviewers, but was at ease in striking blue and white pajamas. On his bed were strewn at least a dozen newspapers, with New York publications carrying the interviews he granted New York ship news men yesterday, predominating.

From the Linotype Mailbag

14 cents repairs in 18 months

"In regards to the machine, I must say that we are more than pleased with it. The entire repair bill, for the last 18 months, amounted to the unbelievable sum of 14 cents. Just think, 14 cents for repairs since the installation of the machine a year and a half ago."

Bridgeport Printing House
Chicago, Illinois.



Mr. Vanderbilt opened the conversation by denying that his trip to Europe had been made principally for the purpose of obtaining interviews with the statesmen of the continent for the purpose of rebuilding his fortune through syndication of the sketches.

"I made the trip to visit several plastic surgeons in Munich and Paris to treat my teeth," he said. "The interviews were incidental and were prompted by my reportorial instinct."

"However," he continued, "I intend to use the interviews first in my Los Angeles paper and then to syndicate them to the newspapers throughout the country."

He spoke of the work of his attorneys, Arthur Garfield Hayes, Dudley Field Malone and Clarence Darrow, who are aiding him reconstruct his wealth, and expressed satisfaction with their work.

"I met Mr. Hayes in Munich and Mr. Malone in Paris," he asserted, "and both reported to me that they were progressing in their task of straightening out my affairs."

Mr. Vanderbilt stated that his talks with his attorneys had inspired him with the hope that he would be able to launch his program toward the acquirement of a chain of eastern newspapers within a year.

He stated that he plans to visit Chicago to confer with Mr. Darrow before returning to Los Angeles to resume the direction of his one remaining tabloid in that city.

NEW OREGON BEACH DAILY

E. N. Hurd, publisher of the *Seaside* (Ore.) *Signal*, has changed his newspaper from a weekly to an afternoon daily.

TARTE SELLS INTEREST IN LA PATRIE

Transaction Involves \$1,500,000—Former Owner Remains as Director and General Manager—Syndicate Now in Control

(By Telegraph to EDITOR & PUBLISHER)

MONTREAL, July 19.—L. J. Tarte has sold his interest in *La Patrie* to a syndicate of prominent French-Canadians headed by Senator D. O. L'Esperance. The transaction is said to involve more than \$1,500,000. Ill health is said by Mr. Tarte to be the reason for disposing of the paper, with which he has been connected for 30 years, but relieved of the burden of ownership, he will remain as a director and general manager.

The new board includes besides Senator L'Esperance and Mr. Tarte J. H. Fortier and A. Bechard of Quebec and Eugene Tarte, as director and advertising manager.

Under the new management *La Patrie* will be a conservative paper.

TIMES NAMES BOSTON SPECIAL

The *New York Times* has appointed Gilman Nicoll & Ruthmann, Inc., to represent it in New England. Stanley Pratt will be in charge of the Boston office.

MONTHLY C. OF C. SUPPLEMENT

Topics is the title of the new official monthly publication of the Olympia Chamber of Commerce issued as a supplement to the *Morning Olympian*.

New England's Second Largest Market

72,468

Personal Income Tax Returns

in the

PROVIDENCE TRADING
TERRITORY

(As defined by the A. B. C.)

in

1923

The net paid circulation of

The Providence Journal

and

The Evening Bulletin

in the same territory is

96,174

Total circulation 105,000

Providence Journal Company
Providence, R. I.

Representatives
CHAS. H. EDDY CO., Boston New York Chicago
R. J. BIDWELL CO., San Francisco Los Angeles Seattle

What have you to sell in Los Angeles, gentlemen? Here is a little evidence that may help you to an advertising decision.

MORTGAGE INSURANCE

"Of forty coupons returned by prospective purchasers, of Insured First Mortgage Certificates, 21 bore unmistakable evidence of having appeared in our advertisements on the financial pages of The Los Angeles Examiner. This was four times as many coupons as the medium nearest your record produced."
—Mortgage Insurance Corp. of California

WOMEN'S SPECIALTY WEAR

"With a material decrease in our advertising appropriation against last year, we increased our sales 32% Monday. We used only The Examiner . . . we were absolutely unable to take care of the crowd."
—Maxime's, 519 So. Broadway, Los Angeles

DEPARTMENT STORE MERCHANDISE

78,350 people laid down cash in Walker's Fifth Street Store in Los Angeles recently, on the occasion of its Annual Booster Sale. Of 11 pages of newspaper advertising heralding the event, 9 appeared in The Examiner.

\$850 BRUNSWICK PANATROPES

"There was directly developed, from this one exclusive insertion, over \$13,000 worth of business. No words of mine can strengthen the actual facts of the case. You ran the advertising, we did the business!"
Howard L. Brown, District Manager,
BRUNSWICK-BALKE-COLLENDER CO.

"If we could but accomplish the same things at all points throughout the United States where we advertise, as we do in the 'Examiners' of California, our problem would be a very happy one."
H. D. Leopold, Advertising Manager,
BRUNSWICK-BALKE-COLLENDER CO.

FOODSTUFFS

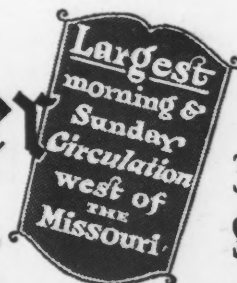
"On the Monday following (14-page section exclusively in The Examiner), our business increased over 16% over the average sales for the previous six Mondays."
PIGGLY WIGGLY WESTERN STATES CO.,
A. J. Jones, President

TIRES

"We put out over 1900 tires during the week . . . only two newspaper advertisements were used. One on Sunday, in the Automobile Section, the other a 40-inch Midweek Advertisement, both in The Examiner."
CORDUROY TIRE STORES, INC.,
B. Loren Welch, Secty. and Treasurer.

Sell it in Los Angeles with The Examiner; tell it to more than half a million readers daily, more than a million and a half readers every Sunday. The Merchandising Service Department will help you put your story over with the dealers, bring its enthusiasm and knowledge to bear to increase your distribution, and in many ways make this market an easy one for you to enter.

170,000
DAILY



390,000
SUNDAY

T. C. HOFFMEYER
West Coast Representative
571 Monadnock Bldg.
Telephone Garfield 2858
San Francisco

W. W. CHEW
Eastern Representative
Room 1512—285 Madison Ave.,
Telephone Caledonia 2093
New York City

WM. H. WILSON
Mid-West Representative
915 Hearst Bldg.
Telephone Main 5000
Chicago

HUMOR IN WORD AND ARTIST'S LINE FINDING ADVERTISERS' FAVOR

After-Dinner Story Atmosphere Marks Copy of Alabama Store —Cartoons by Famous Craftsmen in Growing Demand For Local and National Copy

By HAMMOND EDWARD FRANKLIN

IT was back in '91 down on the old farm in Russell County, Alabama. Malindy was upbraiding Ancy for associating with Pute. She said to him, "Don't you know, ef yer continue to associate wid crooks, you will get stung in the end?"

Ancy replied, "Dat's what happened ter me when I sot on a bumble-bee hole."

This is not an after-dinner story, but the start of a large piece of copy in the *Birmingham Age-Herald*, published and copyrighted by W. O. Broyles of the

well as convincing—homespun humor gives it life.

Last winter a small-space campaign appeared in the *New York Times*, *Evening World*, *Evening Journal*, *Jewish Daily Forward*, *Il Progresso* and *Newark News*, which was refreshing because it treated a deadly dull subject, men's underwear, in a way bound to arrest attention instead of the usual moronic men standing about in underwear. Cartoons and copy of a flippant nature, yet with specific ideas, were published by the Root Manufacturing Company, maker of Root's Tivoli Standard Underwear.

Art Helfant, a New York newspaper staff cartoonist and contributor to humorous weeklies, drew the picture comicalities for the single column and double-column copy. Electros of the copy were supplied to dealers.

One advertisement, with a whimsical white-collar office man busy at his desk, captioned, "There was a little man," told this yarn:

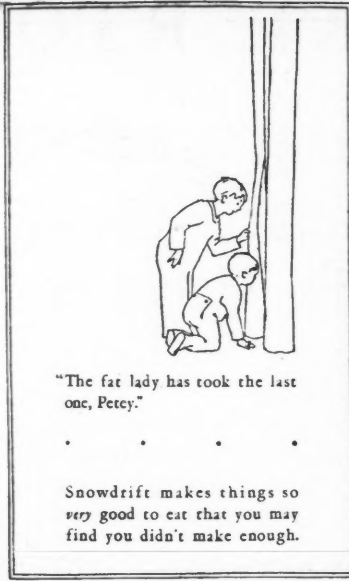
"And he worked in a little office and there was a draught came in the rear window. Handkerchief-thin underwear that came to the knees made him sneeze and be chilly. Too heavy underwear made him hot. When he went out to call on a customer, he was too cold.

"So ROOT'S made a special medium weight undergarment for him and millions of other men with the same underwear problems and it suited them all. It is worth looking at. Your nearest dealer has a selection. Ask for Root's Tivoli with the bear trademark."

Humor combined with common sense! "Gentlemen prefer blondes" heads an advertisement of Young's Shoe Stores of Los Angeles, which facetiously capitalizes the interest in a popular novel of that name. A jazzy figure of a young man is shown looking at a large tan shoe. An arrow points to the chap's feet to direct attention to the fact his footwear is "blonde." The copy says:

"Blonde shoes for men are all the rage and we have the largest and most complete showing of men's smart blonde shoes in America."

The Western Electric Company some time ago was especially happy in dramatizing parts, wrenches and tools in one of their series of institutional advertisements headed "Feeding time at the electrical contractor's zoo." A large wrench was given a body, legs and a tail and shown eating bolts out of a feed-bag. Behind him was a wire fence with other animals such as duck bill pliers, ratchet brace with alligator jaws, gooseneck, behive reflector, fish wire, all drawn by Tony Sarg. With this for attention, the ad swung into an institutional vein.



"The fat lady has took the last one, Petcy."

Snowdrift makes things so very good to eat that you may find you didn't make enough.

The child appeal in eye-restful pen drawings is effective in this two-column newspaper copy.

A clever idea for tie-up of humor with selling a full page of special page copy was used on June 18 by the *Sioux City Daily Tribune* in connection with Father's Day. It was conceived and sold by J. K. Lawler of the advertising staff and the cartoon was drawn by Roy Justus, the paper's cartoonist.

The cartoon was headed, "He's proud of us—" It showed Dad with a broad grin enjoying a new electric fan, tie, fishing rod, flowers, ice cream, mashie, house slippers and cigars, received from his children. Below local advertisers for all these commodities made their claims for business. It was handled in such a way that it did not seem far-fetched. The

cartoon idea can be applied to almost any special occasion the newspaper staff desires to celebrate with a special page,—and the cost is slight.

Moody's Morning Glory Coffee was advertised by a series of light cartoons by Bliss with copy in harmony on such themes as "How to ponzi husband" (getting him in a mellow mood so he will cough up that ten-spot), etc.

P. Lorillard Company in a campaign in New England for Old Gold, a new cigaret, makes it spicy with flamboyant drawings of jolly pirates, treasure islands, chests of rare value and all the fixings to illustrate its slogan, "The treasure of them all." The company is reputed to be spending a sum in six figures on this campaign which appears in virtually every large and small paper in that section.

A coal company employs a funny, fat old trade character called "Old Man Winter" who gives his advice to the public.

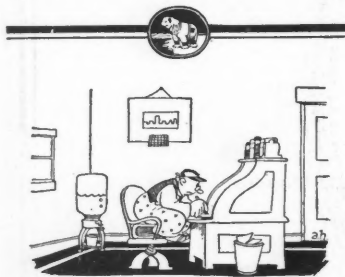
The Radio Corporation of America distinguished its newspaper advertising in the maelstrom of competitive claims by making it distinctly humorous with familiar family figures in cartoon style.

Many trademarks, such as the Cliquot Club Ginger Ale Eskimo, get their value from their humorous form. "Mr. Peanut" who stands for Planters Peanuts is an example. He is a peanut given arms, legs, stovepipe hat and monocle.

The Wesson Oil people in their newspaper advertising of Snowdrift cooking fat have ben outstanding utilizers of white space, restraint clean-printing thin-line drawings of unique character, brief copy, all permeated by a whimsicality which has won for it an inordinate amount of attention and, I believe, sales.

It "takes nerve," for instance, to dare to publish an advertisement with the following constituents:

Much white space. At right two kids peeking through curtains. "The fat lady has took the last one, Petcy" . . . Snowdrift makes things so very good to eat that you may find you didn't make enough." That's all!



—there was a little man

and he worked in a little office and there was a draught came in the rear window. Handkerchief-thin underwear that came to the knees made him sneeze and be chilly. Too heavy underwear made him hot. When he went out to call on a customer, he was too cold.

So Root's made a special medium weight undergarment for him and millions of other men with the same underwear problems and it suited them all. It is worth looking at. Your nearest dealer has a selection. Ask for Root's Tivoli with the bear trademark.

UNION SUITS SHIRTS AND DRAWERS 70 Years of Honor!

ROOT'S TIVOLI STANDARD UNDERWEAR

No. 10

Advertising copy in the conversational, commuter-smoking car language, carries the autumn underwear message

W. O. Broyles Furniture Company, an advertiser who has succeeded in combining humor with humanness, frankness with common sense, to give his store a distinct personality and to draw in "the great common people" (of which there are so many!).

A crudely humorous drawing shows Hubby expounding to his wife under the banner-line, "Those who are careless in selecting their furniture merchant will get stung in the end."

More homespun humor about Ancy and his bosom friend, Pute, follows, leading into hardpan talk on the folly of expecting to buy at "half price" with a homely moral. The store states, "We won't have collectors—20% off for cash, 10% off if paid in office when due—90 days same as cash." In a box, Mr. Broyles makes a plea for underpaid policemen and firemen and in another box commends the new Mayor of Collinsville, Ala.

Under a photo of Mr. Broyles, appears this comment, "He uses his own home to demonstrate better homes." The store uses the slogan, "Where the rattle of calico is as sweet as that of silk" and "Where prices are right and clerks are polite." The advertisement says, "No Sunday advertisements—W. O. Broyles is a six-day man—look for our ad in every Monday's Age-Herald."

The Broyles advertising is followed regularly by masses of people just because it is different. It is amusing as

Our Customers Write Our Ads

RED BANK, NEW JERSEY, REGISTER Says—

"In the Duplex Tubular press we have not only secured dependability and production, but also have an economical operation."

DUPLIX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co. BATTLE CREEK, MICH.

Coverage in Buffalo That is Definite and Absolute

In a single effort The Buffalo Courier-Express gives you a coverage in Buffalo and adjacent territory that is definite and absolute. The necessity of using two newspapers to reach the same people is now a thing of the past.

This consolidated newspaper stands alone in the morning field—a powerful paper giving you maximum impression at a minimum cost. There is no guesswork about it.

Also there is a metropolitan Sunday newspaper, The Buffalo Sunday Courier-Express, which will carry your message to the largest audience reached by any paper in New York State outside of New York City.

Courier  **EXPRESS**

Lorenzen & Thompson, Incorporated Publishers' Direct Representatives

CHICAGO NEW YORK SAN FRANCISCO SEATTLE

THE WATERTOWN STANDARD



Sell to Northern New York Through Northern New York's Leading Newspaper

THE Watertown Standard dominates its field.

In this typically American trading center where 86% of the population is native born white, the Watertown Standard leads in total circulation, in home delivered circulation and in volume of local

advertising, and the Watertown Standard is growing.

If you want to sell to Northern New York it is obvious that your proper advertising medium is Northern New York's leading newspaper, the Watertown Daily Standard.

WATERTOWN STANDARD

Largest total circulation.
Largest home delivery.
Largest Department Store advertising volume.
Largest local advertising.
Largest classified volume.

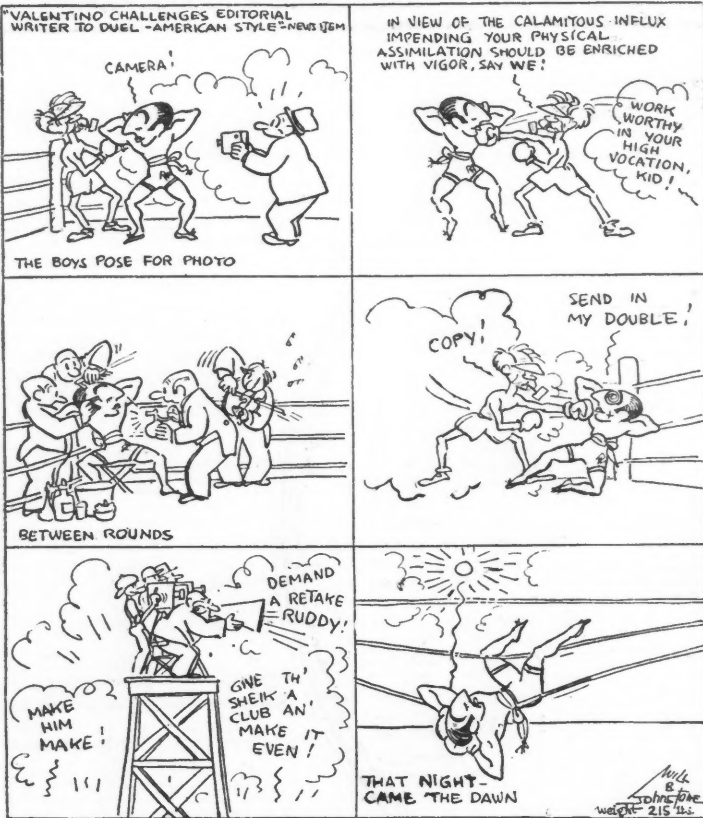
WATERTOWN, NEW YORK

KELLY-SMITH COMPANY

New York · Boston · Chicago · Philadelphia
National Advertising Representatives

Watertown, the hub of Northern New York's great dairy and paper manufacturing industries, a rich market for national advertisers.

SHEIK SEEKS EDITORIAL WRITER'S GORE



The Battle of the Century

AN editorial writer on the *Chicago Tribune* was challenged to fistic combat this week by Rudolph Valentino, sheik of the movies, when the film star, passing through Chicago, read an editorial in last Sunday's *Tribune* under the title "Pink Powder Puffs."

"A powder vending machine! In a men's washroom!" the editorial writer exclaimed. "Homo Americanus! Why didn't someone quietly drown Rudolph Guglielmo, alias Valentino, years ago?"

The editorial outburst was due to the opening of a new ballroom where, in the men's lounge, a slot machine provides powder puffs and powder.

Chicago newspapers received in the mail a letter purporting to have been signed by him and demanding satisfaction, American style, for what the letter termed a "scurrilous personal attack upon me, my race, and my father's name." The letter explained that Valentino bore no grievance toward the *Tribune*, but only against the "cowardly writer."

Will Johnstone cartoonist for the *New York World*, visualized the possible combat between Rudolph and the editorial writer in the form of a cartoon reproduced on this page.

Aware of Valentino's belligerent nature he signed it "Will Johnstone—Weight 215 lbs."

To date the movie star's challenge has been ignored by the *Chicago* writer.

HE SUBSCRIBED AT ONCE

Salesman Learns He Is Heir to a Million When Boy Buys Wrong Paper

Because a boy he sent for a newspaper purchased the wrong one, Robert H. Brooks, 44, a real estate salesman of Atlantic City, N. J., learned Wednesday that he is probably heir to an estate valued at more than a million dollars, according to a story in the *New York Times*.

The information was contained in an advertisement in the Philadelphia newspaper the boy brought back in place of the local paper he had been sent for.

The advertisement said the police in Philadelphia had been asked by Daniel Francis Sullivan, a wealthy and aged resident of Anaheim, Cal., to seek rela-

tives who he thought were in Philadelphia. Brooks, who is married and has three children, says his mother had a brother named Daniel Francis Sullivan and he believes the aged Californian is he. Brooks communicated with the Philadelphia police and later received a letter from Sullivan attorneys, who wrote, Brooks says, that he probably is the missing heir. He is awaiting further word.

PAPER RESEARCH IN CANADA

Manufacturers' Association Financing Institute at McGill University

The Canadian Pulp & Paper Association, in association with McGill University, is financing a pulp and paper research institute at Montreal. The amount involved is \$350,000, of which 70 per cent has been subscribed, and this sum is over and above the annual expenditure by the association of \$35,000 for research work.

It is hoped by the application of research to the cellulose industry to reduce the cost and improve the paper output of association members.

CONFESSIONS of a CAMPAIGN MANAGER

as told to

Oliver P. Newman

Twelve daily releases
beginning July 26



CURRENT NEWS FEATURES, INC.
EVENING STAR BLDG.
WASHINGTON, D. C.

MEET ON MOUNTAIN TOP

Idaho Editors Approve Co-operation With State School of Journalism

Eighty members of the Idaho Editorial Association held their mid-summer meeting July 17 and 18 at McCall, Idaho, a feature of the meeting being Saturday morning breakfast on top of Mt. Brundage.

Lloyd Adams, secretary to Senator Frank R. Gooding, addressed the editors on the reasons for the failure of the long and short haul rate bill to pass the Senate. Evelyn Melvin, the only woman publisher in the state, was another speaker.

At the business session, the association recorded itself in favor of better roads, an increase in legislators' pay to \$10 per day, and co-operation with the university school of journalism.

Social activities, in charge of the McCall Commercial Club, included an entertainment program and a lake-shore picnic.

GERMAN EDITOR VISITS N. Y.

Prof. H. K. Frenzel Is Director of Berlin Advertising Monthly

Prof. H. K. Frenzel, editor of *Gebruuchsgraphik*, Berlin, Germany, an illustrated monthly magazine for the furtherance of art in advertisement, spent several days this week in New York City, returning from Philadelphia where he attended the International Advertising Association convention.

Dr. Frenzel said he would join his German colleagues and attend the Press Congress of the World sessions in Geneva-Lausanne, Switzerland, Sept. 14-18.

OKLAHOMA RAISES \$180,000

Plans of Oklahomans, Inc., to advertise Oklahoma nationally, with a fund starting at \$200,000 and increasing to \$675,000, have been endorsed by the Tulsa Real Estate board. N. R. Graham, president of Oklahomans, Inc., and K. C. Shelbourne, of the Shelbourne Advertising agency spoke at the recent meeting, as did Judge Browne of the *Daily Oklahoman*. Of the \$200,000 needed to start the campaign, \$180,000 has been underwritten, it was announced.

BRIGHAM JOINS INLAND

S. B. Brigham, former Eastern manager for Carpenter & Co., newspaper representatives, has resigned and is now vice-president of Inland Newspapers, Inc. with offices at Chicago and New York. The newly formed company will represent a score of mid-West newspapers. Mr. Brigham was formerly American representative for the Northcliffe Press, and also American representative for the European edition of the *Chicago Tribune* and its *Oceanic* edition.

DAILY NEWS PAYS BONUS

A bonus of \$100 each was paid this week to Al Willard, photographer and Jack Reilly, reporter, by the *New York Daily News* "in recognition for valiant and efficient work in the explosion at the Dover arsenals when, in the face of shell fire, covered their assignments."

New York Sun Artist Dies

P. T. Knight, staff artist of the *New York Sun*, died Wednesday of pneumonia. He was a graduate of Dartmouth College and had studied in Berlin and Paris. Prior to joining the *Sun* two years ago, he was for three years a member of the art staff of the *New York Times*.

Meets Demands of Rush Days

WHEN things are comparatively quiet and ads are coming in on time, there is little opportunity for the Ludlow System to show what it really can do. But when rush days arrive—and most every newspaper has them—then is when the true test comes.

Saturday is rush day for the Greenville (Texas) Morning Herald. Ads come pouring in—many of them late. Any but the most efficient and most flexible equipment would fail to meet such exacting conditions. Just how the Ludlow stands up on such occasions is told in the following letter from Madison Wolfe, foreman of the Herald:

"Recently we surely had a bunch of ads in a 14-page paper. The ads were late getting in and we had to put some speed behind things. With the old system we never would have been able to handle the ads.

"We never have had a hitch since the Ludlow equipment has been on the job. It beats any other method I have found. Anyone who never has worked with the Ludlow does not know what this system of display composition means to a shop until he has tried it."

Ninety-nine percent of the Herald's typefaces are in sluglines. A marked improvement has been noted in their ads and heads since they installed the Ludlow. They no longer have to depend on battered, worn or broken type, as the Ludlow casts new sluglines in abundance as needed.

Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street

New York: 63 Park Row
Boston: 261 Franklin Street

More than three-quarters of a million lines of advertising have been gained so far this year by the Cincinnati Post, a Scripps-Howard newspaper. The Post is first in circulation—a leadership of many years standing.

"FIRED" PRINTER LOSES APPEAL FROM CHAPEL O. K. OF HIS DISMISSAL

Kansas City Arbitrator Finds That Jurisdiction of Local Joint Standing Committee Holds Only When Foreman and Chapel Disagree

THE discharge of a composing room employe by the foreman of a Kansas City newspaper recently raised an unusual question regarding the settlement of disputes by a joint standing committee operating under a clause in the contract between the publishers and the local typographical union.

The foreman discharged a printer, who appealed to the chapel, which approved the foreman's action. The discharged man then contended that he had the right under the contract to appeal to the joint standing committee. The publishers, while refusing to agree that the decision would be retroactive, did agree to submit the interpretation of the clause concerning the joint standing committee to an arbitrator, as the contract provides.

The award of the arbitrator, Judge O. L. Miller, sets forth the controversy clearly and is reproduced in full below:

"Having heard the matter presented by the committee of both organizations, I now make my report and give you the conclusions at which I have arrived in the matter. Section 35 of the agreement reads as follows:

"The union shall not discipline a foreman for any act in the performance of his duties when such action is warranted by this contract and scale. In case a discharged member feels aggrieved he shall have the right to appeal to the chapel. If the chapel votes to reinstate and the foreman refuses to accept the chapel's decision and the matter cannot be settled by conciliation, the controversy shall immediately be referred to the joint standing committee. If at the end of 48 hours no settlement of the controversy

has been made, a fifth member shall be named and a decision of the joint standing committee shall be final and binding. No appeal is to be allowed either party. In case the decision should be in favor of the employe, he shall be awarded straight time for the interim between the time he was discharged by the foreman and the time he was reinstated by the joint standing committee."

"The controversy which has arisen is as follows:

"Where a member has been discharged by the foreman and feeling himself aggrieved, has appealed to the chapel and the chapel decides against him and in favor of the foreman's order of discharge, can the member take the matter before the joint standing committee for further ruling?"

"In the interpretation of this contract, as in every case, we must first look to the language employed to ascertain the meaning of the contract and from that determine the intent of the parties.

"If the language employed is clear and definite, that alone must determine the matter.

"If the language is ambiguous, then the circumstances of the parties and the conditions under which the contract was made may be considered in determining the meaning and intent of the parties.

"Following are some of the cardinal principles laid down by the courts in interpreting contracts:

"The intention of the parties is to be deduced from the language employed by them, and the terms of the contract, where unambiguous, are conclusive, in the absence of averment and proof of mis-

take, the question being, not what intention existed in the mind of the parties, but what intention is expressed by the language used. When a written contract is clear and unequivocal, its meaning must be determined by its contents alone and a meaning cannot be given it other than that expressed. Hence words cannot be read into a contract which import an intent wholly unexpressed when the contract was executed. Where the contract evidences care in its preparation, it will be presumed that its words are employed deliberately and with intention.

"It is not the province of the court to alter a contract by construction or to make a new contract for the parties; its duty is confined to the interpretation of the one which they have made for themselves without regard to its wisdom or folly, as the court cannot supply material stipulations or read into the contract words which it does not contain.

"Whenever parties themselves define the limits of their rights and obligations, the compact controls and there is no room for the application of a legal theory to the contrary."

"It will thus be observed that we may not read into this contract, words or phrases conferring rights or denying privileges which the language employed does not contain, upon the theory that some other or further rights or privileges were in the contemplation of the parties.

"From the reading of Section 35, of the agreement, it seems to me quite plain that only one contingency is provided for under which the controversy may be placed before the joint standing committee for decision.

"This is; Where the discharged member feels aggrieved and appeals to the chapel and the chapel votes to reinstate and the foreman refuses to accept the chapel's decision.

"This appeal to the joint standing committee is not for the foreman alone, but is the right of the member whenever the chapel votes to reinstate and the foreman refuses to comply.

"By section 34, of the agreement it is provided that: 'Upon demand the foreman shall give the reason for discharge, in writing.'

"This writing, with proper proof, may be placed before the chapel upon the member's appeal thereto. This is the remedy provided for the discharged member and seems to be the only remedy unless the chapel votes to reinstate and the foreman refuses to comply with the chapel's decision, when he may bring the matter before the joint standing committee.

"To give the member the right, under the agreement to bring his controversy with the foreman before the joint standing committee when the chapel decides against him and in favor of the foreman, it would be necessary to read into the agreement words providing for such appeal to the joint standing committee, not contained therein and which the language employed in the agreement does not seem to justify.

"The remedy provided the member may not be, as argued, entirely adequate, but it is that which the parties have provided and should stand until modified by mutual agreement.

"Where a contract in language clear and direct gives a suitable remedy, though an inadequate one, a construction based upon a supposed intention of the contracting parties, to give a more effectual remedy would be unwarranted.

"I, therefore, conclude that where a discharged member, feeling aggrieved appeals to the chapel and the chapel votes to sustain the foreman's order of discharge and against the member's right of reinstatement, this ends the matter and the controversy cannot be taken by the member before the joint standing committee for further decision."

PLANS TEXAS DAILY

Charles C. Woodson of Quanah, Tex., is moving a plant to Palestine to establish a daily paper in the latter city.

WHAT ARE YOU DOING FOR YOUR RELIGIOUS READERS?

A TALE OF THE DAYS OF CHRIST

Laila

by JOHN NEWPORT

It is a stirring story of adventure, reverently told. Its characters live and breathe and love and hate, and in the background gradually appears, shining with increasing brightness, the light that was kindled in a manger of Bethlehem. A story written especially for newspaper publication, written to reach your regular fiction readers, yet intended for the tremendous population of church-goers of every sect.

Superbly illustrated from start to finish.

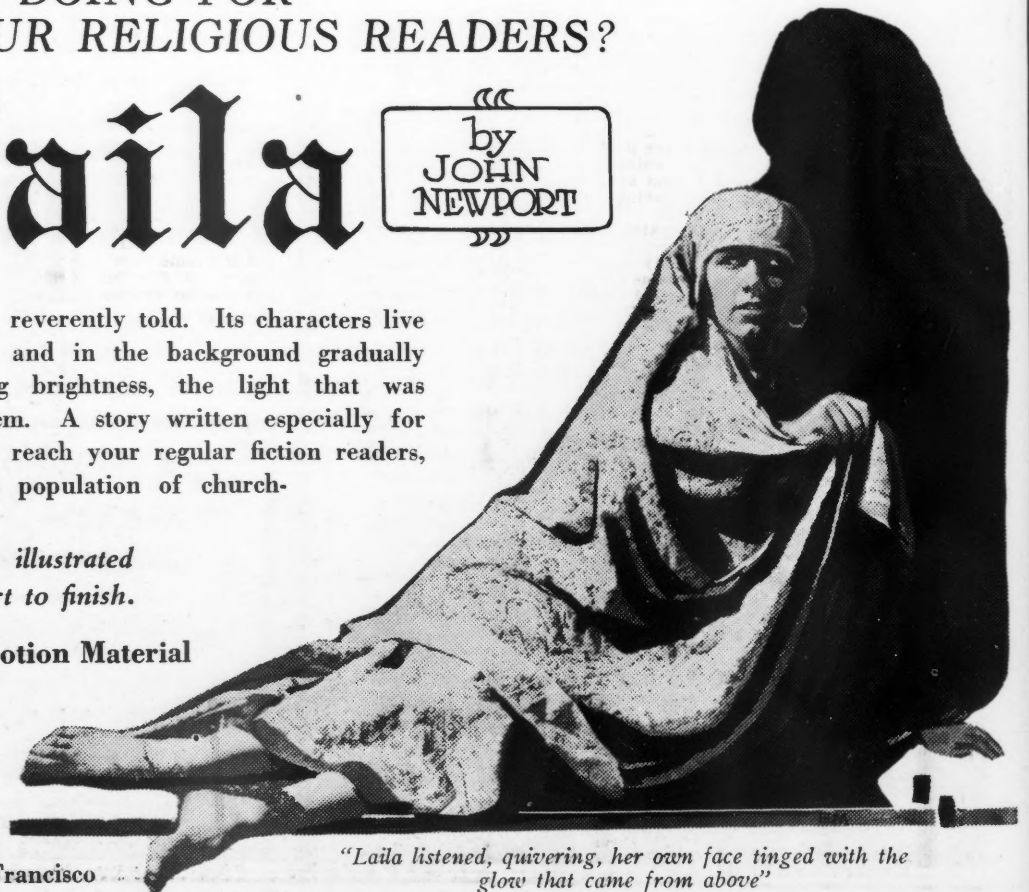
Mats and Promotion Material

Immediate Release

Eugene Maclean

827 Folsom Street

San Francisco



"Laila listened, quivering, her own face tinged with the glow that came from above"

TRADE **LINOTYPE** MARK

6½ pt. Ionic No. 5

COMBINES
WORD COUNT AND

WORD COUNT
of 6 point

LEGIBILITY

LEGIBILITY
of 8 point

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They were curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets.

American More Productive

After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass-production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand.

The comments of the delegates were voiced by Sir Percival Phillips, special correspondent of "The Daily Mail"; Fenton MacPherson, of the same newspaper, and William Mosses, J. P., who had a prominent part in the British Labor Ministry during the war.

Mr. MacPherson also noted that the welfare facilities offered by the American plant were much more elaborate than in England and that equipment and quarters were more beneficial. This was evidently the result, he observed, of the frequent scrapping of plants here to make way for expansion and development. His countrymen are

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6 Point No. 2 with Bold Face No. 1.
Set on 7 point slug

6½ Point Ionic No. 5 with Bold Face No. 2.
Set on 7 point slug

8 Point No. 2 with Bold Face No. 1.
Set solid

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

EDITORIAL

MELLETT'S MARTYRDOM

A NOBLE, red-blooded, young American newspaper man, public-spirited to his finger-tips, is a savage assassin's sacrifice to bring to public attention the triumph of a lawless element over an incompetent or corrupt local government. The burning fact, however, is that the conditions revealed at Canton are not peculiarly local to it, but are shamefully common to many cities and towns.

If there has been any doubt of official winking, blinking and occasional active participation in the bootlegging traffic and associated evils, and if simple-minded people have regarded this as something beyond control, the martyrdom of Don R. Mellett, publisher of the *Canton (O.) Daily News*, comes as a ringing challenge to the nation.

Canton is a city of 100,000 population, in recent years developing an important iron industry which has absorbed into an hitherto typical American community 18 foreign born residents for every 100 Americans. To one who, years ago, reported the celebrated "door-yard" presidential campaign of William McKinley, and to this day associates with Canton memories of quiet streets arched by elms and fringed by the homes of self-respecting, law-abiding families, reference in the news despatches to the "Canton Jungle" shocks the senses. It seems inconceivable that in such a setting, ornament to Ohio and the nation, slums of vice, crime and debauchery could grow, fester and expand until their poison has contaminated the very heart of the municipality.

The hideous revelation plainly is that cynical political corruption, in combination with a criminal minority, has held the good citizenship of Canton in terror. Don R. Mellett and his newspaper associates heroically fought the malignancy of municipal corruption, a protected underworld and a cowed or apathetic public. They defied or ignored threats of violent revenge. Don Mellett's course shows his courage was inspired by the finest journalistic ethics. He believed in and practiced the rule, though it cost him his life, that a newspaper's first duty is to tell its readers what they have a right to know concerning the conduct of their government. For this the man was brutally abused by public officials who normally should have welcomed his aid and valued his civic spirit. Finally, he fell, victim of an assassin that crept upon him from behind, in the shadow of his home.

The news facts, broadcast to the nation, have stirred the blood of newspaper men and honest public officials as no incident of recent times. The pathetic fact has this week been broadly written that this fine young journalist had to die, leaving a sorrowing family, in order that drowsy public opinion might be aroused to an obvious peril.

How weak, vaporing, puerile the recent protests against the publication of the news of vice and crime appear in the light of this tragedy! The exponents of "crimeless newspapers" would have had Don Mellett hold his peace concerning his town's jungle. They would have been willing blindly to trust public officials to do their duty, but Mellett demonstrated that public officials may be viciously corrupt. This is not uncommon newspaper experience. Hundreds of editors are printing the news of crime, not for sensation, but because their revelations are the sole means of protecting their communities from orgies of lawlessness.

Nothing that has come to our notice in the Mellett case has so stirred our indignation as a statement, appearing in a *New York Times'* despatch on Wednesday, quoting Canton's Chief of Police, one Lengel, as having said to reporters that Don Mellett's crusade was "insincere" and asserting that his "real motive was to increase the circulation of his newspaper." That slant-eyed view of Don Mellett's public service and complete sacrifice does more to convince us that Mellett's crusade was a public necessity and his assaults upon Lengel were well justified than anything that Mellett ever printed. It measures Lengel. If public opinion in Canton does not quickly retire this cynical official from his position of power all we can say is that Canton deserves the ugly reputation that it is now getting.

The capture of the assassin is a police job, spurred by indignant public opinion expressed through the



They that go down to the sea in ships, that do business in great waters; These see the works of the Lord, and his wonders in the deep.—Psalms; CVII, 23, 24.

press. The demand is so hot that even indifferent or grafting police departments may bestir themselves. Surely there are efficient and honest public officials in Ohio to demand that the job be thoroughly done. Substantial rewards will aid the cause and we honor those who are offering them. We hope the cowardly hand that killed Don Mellett will pay the price. But the big thing, now that the fighting publisher is gone beyond recall, is to support his great cause and effect his crusade. It is our hope and belief that the newspaper press will not let up on the Canton political situation until city jungles are mere bad memories and political grafters wear stripes.

An EDITOR & PUBLISHER reader in Ohio this week suggested that there should be an organized resistance by newspaper men against the occasional ugly assaults upon individual members of the craft. He had in mind the Magee case in New Mexico, the contempt of court outrage against George R. Dale, in Muncie, Ind., and the Mellett tragedy. "It seems to me that the papers should unite in creating a fund for the prosecution of such cases, so that notice will be given that assaults upon newspaper men, or upon their constitutional rights, will be relentlessly prosecuted," he wrote. Other similar suggestions came during the week from other sources. Our Ohio correspondent evidently had in mind some organization akin to the Civil Liberties' Union, which valiantly fights many free speech cases in the country. The idea is good, but we doubt if such organization is demanded by the present situation. There is, for instance, no lack of support in the Mellett case. The Scripps-Howard organization aided Magee to win a complete victory over official brutality. We have faith that the case of Editor Dale will reach the U. S. Supreme Court, where it belongs. Governor James M. Cox's statement in EDITOR & PUBLISHER this week shows his disposition to fight Mellett's case to the finish. If newspaper men desire to create a defense organization, and raise an appropriate fund, EDITOR & PUBLISHER offers its good offices.

The crusading spirit has not gone out of the American press, all statements to the contrary notwithstanding. Editors are on duty for their communities everywhere, fighting the old fight with the old sharp weapons. The job requires as much courage as it ever did and much higher skill. The sacrifices continue great; the rewards are ever in finer coin. Life's complexities are vastly intensified in this generation. Greed is the stalking monster of the age and disrespect for law and contempt of individual rights are among its scabby progeny. Good citizens often make the editor's work more difficult by attitudes of servility, indifference or cowardice. The prudish notion that a rotten social condition must be hushed up to preserve an undeserved "good name" is a leading obstacle.

Don Mellett heroically met his public and professional responsibilities. His name is graven deep in journalism's hall of fame. His gift to his city will in some future day be regarded at its true worth. His life will inspire a thousand needed reforms by newspapermen. One does not know how far such influences may reach. The sorrowing family may find consolation in the fact that a life devoted to such high purpose is not lost in death.

Good newspapers tell how both halves live.

FRAUDULENT ADVERTISING

FEDERAL Trade Commissioner William E. Humphrey's proposal that publishers be held "equally responsible" with advertisers for fraudulent paid announcements appearing in their columns, raises many old questions. Mr. Humphrey, according to an Associated Press dispatch, says that newspapers carry very little fraudulent advertising. A Federal Trade Commission complaint has been filed against a magazine as party to a case against an alleged fraudulent advertiser.

If there were no machinery for the control of fraudulent advertising, and if publishers were not vigilant to protect their readers against fraud, Mr. Humphrey's suggestions would be important. Newspapers are solidly committed to the proposition that, insofar as is humanly possible, frauds must be detected and barred from print. The financial sacrifices that are gladly made on this score run to a stupendous figure. We know of one newspaper that rules out more than a million dollars' worth of questionable advertising annually. The advertising and publishing interests of the United States support in the Better Business Bureau an organized system of vigilance for protection of the public. The postal regulations are strict and usually efficient. Certainly they have the united approval of the newspapers.

Fraudulent advertising does "get through," but we challenge the statement that there is conscious publisher participation, except in rare instances. Aside from all questions of righteousness, publishers do not play with this fire for business reasons. Newspaper good-will is the major asset.

Mr. Humphrey would set a bad precedent and tangle publishers in an endless web of investigation of advertised claims. Some newspapers have tried to censor every advertisement by expert means, but the plan has been impracticable. The rule of common sense has been found to be the better method of controlling fraudulent advertising. Some newspapers follow the plan of fiscal agents and give printed notice in every issue that while advertisers' claims are believed, their accuracy is not guaranteed. This is not a bad plan and may act as a protection for blind buyers. The average publisher assumes that the public is discriminating and able to protect itself before investing.

Where to draw the line between questionable and warranted advertising is a problem in every newspaper office. If Edison, Ford, Marconi or Dr. Banting had, in the early stages of their great contributions to society, been prevented from making advertising claims which taxed ordinary credence, an injustice would have been done to them. On this ground publishers are disposed to be liberal in their censorship. Sometimes they guess wrong, but to hold them "equally responsible" with the conscious instigator of a fraud would be harsh injustice.

Dictators now control Italy, Spain, Greece, Turkey, Portugal, Poland, and several amateurs are operating with more or less success in Central and South America, and the first blow each has struck has been at the principle of free press.

ADMITTING WEAKNESS

IN a communication transmitted through the Legation at Washington the provisional president of Ecuador recently informed EDITOR & PUBLISHER of his government's attitude toward the press of that country. It will be recalled that this dictator recently suppressed a local newspaper, the *El Guante*, and that his high-handed action called out a protest from the Press Congress of the World.

The provisional president's view of the matter is a curious exhibit. He "respects the freedom of the serious, honorable, patriotic and sincere press," although it may oppose him, he says, but *El Guante*, carried on a "bold, obstinate campaign against national unity and the fundamental organization of the Republic" and was therefore unpatriotic and insincere and as a "moral" measure the government closed its plant.

The obvious reply is that the provisional president of Ecuador may consider his government a good one, but it was not good enough to withstand the opposition of a "bold and obstinate" newspaper editor.

PERSONAL

HOWARD DAVIS, business manager of the *New York Herald Tribune* returned this week from a trip abroad. Major Oldham Paisley, managing editor of the *Marion (Ill.) Daily Republican*, is spending six weeks at Jefferson Barracks, Mo., handling publicity for the Citizens Military Training Camp. Major Paisley went overseas with the 86th Division and after the armistice was assigned to G. H. Q. at Chaumont to handle medal citations until he returned home.

James H. Skewes, publisher of the *Meridian (Miss.) Star*, was taken suddenly ill last week while visiting relatives at Racine, Wis., and was forced to undergo an operation.

John K. R. Schropp, vice-president of the *Lebanon (Pa.) News*, fractured a leg while entering his automobile recently.

James B. Haskins, editor and publisher of the *Howard City (Mich.) Record*, is publicity director this year for the Michigan State Fair which will be held at Detroit in September. He was formerly field director of the Michigan Press Association.

IN THE BUSINESS OFFICE

JOHAN C. CAHILL, first business manager of the *Halifax (N. S.) Herald*, is visiting in Halifax after an absence of 42 years. He now lives in Pasadena.

William S. Cady, manager of national advertising for the *Cleveland Press*, is spending his vacation with Mrs. Cady in Wichita, Kan., with his brother, King Cady, of the *Wichita Beacon*.

Frank Clancy, former circulation manager of the *Buffalo Express*, and now secretary of the new Courier & Express publishing company, is directing business promotion for the merged dailies.

IN THE EDITORIAL ROOMS

ROBERT BURNS MANTLE, dramatic critic of the *New York Daily News*, spent last week visiting relatives in Denver, his "old home town."

L. U. Spehr, city hall reporter, has been made city editor of the *St. Paul Dispatch* succeeding L. L. Perrin, resigned.

Fanny Fern Fitzwater, fashion artist, *New York Herald Tribune*, who has been in this country for a short vacation, returns to France July 24 on the "Paris."

John A. Lloyd has been made managing editor of the *Portsmouth, (O.) Sun*.

Floyd Maxwell, moving picture editor, *Portland Oregonian*, has resigned to become director of public relations for the American Theaters Corporation. He is succeeded by Marc Bowman.

Frank R. Kent, political writer for the *Baltimore Sun*, was in Richmond recently gathering material for articles on Virginia he is to write shortly in his series the Sun is now publishing on the Southern States.

Forrest Lowry who was joint city editor of *The Salt Lake City Tribune* with William T. Igleheart, recently appointed private secretary to Gov. George H. Dern, has become city editor. He will be assisted by N. L. Wilson who has had the State Capitol run.

B. A. Butler, for several months publicity director and assistant secretary of the Amarillo (Tex.) Chamber of Commerce has resumed his former work as editor of the *Breckenridge (Tex.) Daily American*.

Robert W. Madry, director of the University of North Carolina news bureau, left last week for New York, where he sailed for Paris. He will spend the remainder of the summer on the reportorial staff of the Paris edition of the *New York Herald Tribune*.

Albert Goodyear of Milwaukee has joined the staff of the *Des Moines Evening Tribune* as assignment reporter.

W. G. Hale, associate managing editor of the *Des Moines Evening Tribune* who has been on a four months leave of absence will return to his duties about Aug. 1.

Fred L. W. Bennett, commercial writer and Salt Lake City correspondent of **EDITOR & PUBLISHER** for several years, is a member of the Salt Lake Tabernacle Choir which leaves this week on a concert tour of the Pacific Coast. Mrs. Bennett is also a member of the Choir and she will also make the trip.

Roy J. Dunlap, assistant managing editor, and Jack Hammond, financial editor, *St. Paul Dispatch* and *Pioneer Press*, are visiting in New York and Washington.

Pete Wheeler, formerly of the copy desk of the *Milwaukee Sentinel*, is now on the copy desk of the *Philadelphia Evening Public Ledger*.

E. J. Collins, rewrite man on the *Jersey Journal*, Jersey City, N. J., has had a physical breakdown and is under medical care at his home, Branford, Conn.

Walter Wyrick, formerly makeup editor of the *Milwaukee Journal*, has been assigned to the New York bureau, succeeding Phil Stitt, resigned. E. P. Schwartz, assistant Sunday editor, has been made makeup editor.

Mark E. Peterson of the editorial department *Salt Lake City Deseret News* and Mrs. Peterson are parents of a daughter.

Allen Collins has resigned from the staff of the *Philadelphia Evening Public Ledger* to join the *Ladies' Home Journal*.

HOLDING NEW POSTS

TULLY A. NETTLETON, from city editor, *Norman (Okla.) Transcript*, to staff, *Christian Science Monitor*, Boston.

Padraic King, from *Boston Telegram* to *Boston Post* as feature writer.

Albert Newberry, from *Baltimore American*, to staff, *Hagerstown Evening Globe*.

Ray H. Pfau, from police reporter, *Indianapolis (Ind.) Star*, to convention bureau, Milwaukee (Wis.) Association of Commerce.

Richard Rauth, from *Hagerstown (Md.) Globe*, to *Hagerstown Daily Mail*.

MARRIED

P. MONTGOMERY BARRETT, assistant to the managing editor, *San Antonio Light*, to Miss Mary Helen Caruth, assistant society editor, *San Antonio Express*.

Ralph S. Carpenter, editorial staff, *Des Moines (Ia.) Capital*, to Miss Gladys Pinney.

Louis W. Guenther, formerly of the *Los Angeles Examiner* and now of the

FOLKS WORTH KNOWING

ONE of the most popular columns in the *Des Moines (Ia.) Register and Tribune*, is conducted by Gordon Lathrop, who is blind.



GORDON LATHROP

For years Mr. Lathrop has lived behind the curtains of darkness, yet he sees and feels with uncanny clearness the realness of life and its many colorful situations.

His column is called "Etherwise and Otherwise." Radio topics and general subjects are treated in humorous vein, and Lathrop's ideas are given in language everyone understands.

Mr. Lathrop is also an active reporter and fills pages with feature material about unusual broadcasting stations and their announcers. He travels to different stations with his typewriter, and returns to his paper with stories of amusing incidents his feeling eyes never fail to see.

At 12, Mr. Lathrop learned telegraphy and worked for railroads, the Associated Press, the International News Service and for a produce house. He had the wanderlust and followed the lure of it into the west. He came back east as secretary to a Congressman, was later supervisor of an automatic telegraph instrument, a salesman, moving picture cameraman's helper and author of humorous book and of many song lyrics.

Orange bureau of the *Newark (N. J.) Evening News*, to Miss Marville V. McKenzie, July 21, in New York. Miss McKenzie is a member of the business staff of the news.

Thomas H. Dinny, formerly telegraph editor of the *Providence Journal*, and publicity director of the National Association of Cotton Manufacturers, New England branch, to Senorita Cecelia Meisel, of Ocala, Colombia, South America, at Kingston, Jamaica.

PRESS ASSOCIATION NOTES

W. A. DILL, publicity director and professor of journalism at the University of Kansas, is working as relief man for the Associated Press at Kansas City, Mo.

Marquis W. Childs, head of the United Press St. Louis bureau, and Miss Lue Prentiss of Iowa City, Ia., have become engaged. They will be married Aug. 26 in Trinity Episcopal Church, Iowa City.



METROPOLITAN NEWSPAPER SERVICE

150 Nassau Street New York City

Announces

THE ELLA CINDERS COLORED COMIC PAGE

By Bill Conselman and Charlie Plumb

STARTING SEPT. 19

The ELLA CINDERS COMIC STRIP is already running in 87 newspapers



Good News is Contagious

Some day one of your neighbors will tell you about Central Press.

Then we'll have another client. We have OVER FOUR HUNDRED NOW

Have you seen recent proofs of the service?

Try writing or wiring us today.

The Central Press Association

V. V. McNITT
President

Central Press Bldg.
Cleveland

H. A. McNITT
Editor and Manager

WITH THE SPECIALS

ASBURY PARK (N. J.) PRESS has appointed Howland & Howland to represent it in the national advertising field, effective Aug. 1.

The Chicago office of Frost, Landis & Kohn will move Aug. 1 from the People's Gas Building to the Jewelers' Building, 35 East Wacker drive.

ON THE MECHANICAL SIDE

H. E. (JACK) SIMPSON, for 36 years foreman of the *Galveston News* stereotyping department, has retired. He plans an automobile vacation trip to the Northwest.

Earl Britton, composing room foreman of the *Columbia (S. C.) Record*, inspected the plant of the *Philadelphia Public Ledger* on a recent visit to the Sesqui-Centennial Exposition.

NEW PLANTS AND EQUIPMENT

RUSHVILLE (N. Y.) COMMUNITY LEADER is completing negotiations for property on which it will erect a new building.

Salamanca (N. Y.) Republican Press is installing a new Duplex press in its new building.

Hoquiam (Wash.) Washingtonian will soon finish moving into its new quarters.

Tulsa World has purchased an X-Pattern Octuple press from R. Hoe & Co., Inc.

SPECIAL EDITIONS

FRANKLIN (Ind.) STAR, 16-page Trade Extension edition, July 14.

ASSOCIATIONS

THE 30th annual meeting of the AMERICAN PHOTO ENGRAVERS ASSOCIATION opened in Detroit on Thursday, July 22.

SEATTLE ADVERTISING CLUB boasts the distinction of having the largest number of silver cups of any advertising club on the Pacific Coast, won in competition with all other clubs at the recent advertising meeting in San Francisco. The most prized of them all is the Stunt's Night trophy, awarded for a sketch best showing the value of advertising.

Theodore Sewell, retiring president of the **TOLEDO (Ohio) ADVERTISING CLUB** was presented with a wrist watch by the members at the weekly luncheon at the Chamber of Commerce.

The **CANADIAN WOMEN'S PRESS CLUB** met in Toronto, Ontario, recently guests of the Toronto Branch of the C. W. P. C. One hundred and forty-two members, representative of the provinces of Canada, out of 365 members were present. Miss May S. Clendenan of the *Farmer's Advocate*, London, Ont., was elected president succeeding Miss Kenneth Haig of the *Winnipeg Free Press*.

The sixth annual convention of the **TRI-STATE EDITORIAL ASSOCIATION** at the Hotel Martin in Sioux City, Sept. 23-25, in conjunction with the Interstate Fair is expected to attract 125 editors and publishers of Iowa, Nebraska and South Dakota. Clarence Johnson, publisher of the *Danbury (Ia.) Review*, is president and J. P. O'Furey, publisher of the *Cedar County News*, Hartington, Neb., secretary.

The annual summer meeting of the **WASHINGTON PRESS ASSOCIATION** will be held August 20 and 21 at the Hotel Davenport, Spokane, Wash.

Members of the **INTERNATIONAL CLUBS OF PRINTING HOUSE CRAFTSMEN** will gather in Philadelphia from all parts of the United States and Canada for the annual convention for July 24-30.

According to W. R. Morehouse, chairman of the Better Business Bureau of the **ADVERTISING CLUB OF LOS ANGELES**, a report covering the activities of the bureau for the 10 months period from July 1 to May 1, shows that 2,212 investigations of suspected false advertising were made.

WOMEN IN ADVERTISING AND JOURNALISM

Newspaper Woman Responsible for New Prison Building in Oklahoma—
Edith Whitlock is Secretary of Agency Handling Listerine Account
—Advertising League to Establish Two Scholarships

A NEW women's prison was opened a few days ago in Oklahoma. Behind the opening is the story of a newspaper woman, Dorothy Dayton Jones, now a member of the *New York Sun's* editorial staff.



DOROTHY DAYTON JONES

While on the staff of the *Oklahoma City Oklahoman*, Mrs. Jones reported the truth in stories of inadequate housing conditions for women prisoners lived in the penitentiary for two weeks, without favors, as "Dolly Smith, shoplifter."

She was put into a ward with about sixty prisoners, of whom about half were negroes. There were murderers, narcotic dealers and addicts, thieves and other types of criminals herded together in a common runway and living under the law of every one for herself.

Twenty wall bunks in a crowded ward accommodated twenty of the women, including the "shoplifter." Matrons were not within calling distance and there was no night supervision. Sleep was interrupted by the foul and maudlin drug addicts who wandered about in agony from enforced abstinence.

Quarrels and fights broke the daily tedium. Windows were smashed and floors were flooded in some of the outbreaks. Negro women held the balance of power and exercised it over the whites.

The revelations of the newspaper woman little more than a year ago brought action by the State and resulted in the erection of a new prison building.

Edith Whitlock is secretary of Lambert & Feasley, New York advertising agency, that handles the famous Listerine account of the Lambert Pharmaceutical Company, St. Louis, Mo.

"We don't discuss the Listerine advertising we place," Miss Whitlock said. "We let results speak for themselves."

Miss Whitlock has complete charge of the Listerine advertising, writing most of the copy. She became secretary of Lambert & Feasley when the agency was first started in New York four years ago. Prior to that she had 11½ years experience with Williams & Cunningham, Chicago agency.

The question of helping young women who are coming into the advertising profession has always been one close to the hearts of members of the League of Advertising Women of New York.

This year it was decided to devote a share of the profits of the one social event of the year to the establishment of two advertising scholarships in loving memory of two prominent members—Helen Louise Johnson and May S. Thayer. The club has set aside a sinking fund of \$500.00 which will be augmented by contributions from members.

At a recent meeting of the League at which the scholarships were discussed, the question was asked "How many members would have welcomed this assistance when they were starting out in their chosen careers"—promptly without a moment's hesitation every member present raised her hand. The two successful candidates for the scholarships will have the wholehearted and interested support of the entire membership, which should prove an inspiration.

The Scholarship Committee hopes to be able to announce in a few days complete details regarding the filing of written applications and date of oral examinations. These are being worked out in conjunction with Prof. Hotchkiss and Prof. Badger of New York University. The committee will be increased by three prominent men in the advertising profession to act as Judges.

The League of Advertising Women is the largest women's advertising club in the International Advertising Association.

Mrs. C. A. Robertson, classified advertising manager, *Berkeley (Cal.) Gazette*, was awarded the trophy for the best address delivered at the classified advertising departmental, Pacific Coast Advertising Clubs' twenty-third Convention, San Francisco, last week. Her subject was "Women in Classified." Mrs. Robertson maintains an all feminine sales organization which succeeds in selling an average of two pages a day under the very noses of the metropolitan press. She is scheduled to repeat her talk before the Oakland Advertising Club.

Florence F. Rowles, recently advertising manager of the L. R. Brown Company, St. Paul, Minn., wholesale milliner, has joined the staff of the Harrison-Guthrie Agency, Minneapolis.

Miss Marguerite L. Sitgreaves, proprietor of Sitgreaves Advertising, Star Building, Washington, D. C., has left on a vacation trip to the Pacific Coast, Canada and the Great Lakes, to be gone more than a month. Miss Sitgreaves

also is secretary of the local Advertising Club.

Miss Mary McKinney, former Oklahoma newspaper woman, has been added to the reportorial staff of the *Richmond (Va.) Times-Dispatch*.

7TH DISTRICT MEET OCT. 10

Advertising men from five states will assemble in Tulsa, Okla., Oct. 10 and 12 for the annual meeting of the Seventh District, International Advertising Association. Tulsa Advertising men already are preparing for the convention. States in the district include, Oklahoma, Kansas, Louisiana, Arkansas and Texas.

FLASHES

Next year's commercial census will list the primaries as one of Pennsylvania's most profitable industries.—*New York Herald Tribune*.

America is the only country righteous enough to hire agents to keep it righteous in spite of all it can do.—*Washington Post*.

Anyway, Abd-El-Krim proved that he had something in his abd-o-men.—*Florence (Ala.) Herald*.

"One of these days," observes an exchange, "America will control the rubber supply." And suppose it does? Will it be any more comforting to reflect that the sand-bagging is an inside job?—*Philadelphia Inquirer*.

Why we're not raising our boy to be a proofreader: Hamaguchi, Moscicki, Wojciechowski, Kyoshiro, Inouye, Wakatsuki and Zaghul Pasha.—*John R. Wolf in Milwaukee Journal*.

For a month or two, owing to the headline writers, the Exposition will be referred to by most of us as the Sesqui. But before long it will be Ses Gets Big Jam.—*F. P. A. in New York World*.

The wages of sin are not yet regulated by any union scale.—*Toledo Times*.

The next diplomat to be picked might very well be the editor who advised his readers the other day that their poetry was entirely too valuable to waste on his columns.—*Kingston (Ont.) Standard*.

Electric frost alarms were used in California orange groves last winter. They should also be sounded before some vaudeville acts come on.—*Florence (Ala.) Herald*.

Judging from the revelations following Pennsylvania's senatorial campaign the name of that state ought to be changed to Dollarvania.—*John R. Wolf in Milwaukee Journal*.

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

Advertising Record of the First Five Months of 1926

Category	Third Paper	TRIBUNE	Second Paper
TOTAL ADVERTISING	137,660 (21.1%)	336,691 (51.5%)	179,153 (27.4%)
LOCAL DISPLAY	80,406 (20.7%)	178,523 (46.0%)	129,404 (33.3%)
NATIONAL DISPLAY	35,676 (26.2%)	78,588 (57.7%)	21,800 (16.1%)
CLASSIFIED	20,308 (16.8%)	74,799 (62.0%)	25,675 (21.2%)
LEGAL	1,270 (15.0%)	4,961 (56.0%)	2,194 (26.0%)

The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY
Sole Eastern Agents
New York, Chicago, Detroit, Kansas City, St. Louis, Atlanta

M. C. MOGENSEN & CO.
Pacific Coast Representatives
San Francisco, Los Angeles, Seattle



These 28 leading Iowa daily newspapers offer uniform cooperation in every section of the state. You may deal with this group as with one publication, if you wish.

Average wealth of Iowa people is \$4146

The taxable wealth for every man, woman and child in Iowa is \$4,146, according to the latest financial report of the U. S. Bureau of Census. The average for the entire nation is \$2,731.

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

Distribution facilities are excellent. No point in Iowa is more than 12 miles from a railroad.

Because Iowa is the foremost agricultural state, we are likely to lose sight of her industrial wealth.

The output of her 3,420 factories in 1925 was estimated at \$775,000,000—more than her total field production. Iowa has the country's largest factories in the following lines: Cereals, washing machines,

baskets, buttons, butter, calendars, steel furnaces, stump pullers, wall plaster, crackers and macaroni.

The cement, brick and tile and meat packing industries are among the important ones in Iowa.

About 41% of Iowa's people live on farms, the other 59% in towns and cities.

But no matter where they live, they are alike in at least one respect: they read their daily papers every day.

The ideal way to reach these excellent prospects is with the 28 leading Iowa daily newspapers of this association.

Our "Iowa plan" gives you real help in gaining proper distribution. Rates and full information upon request.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

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

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

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

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

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

WHAT'S WHAT IN THE FEATURE FIELD

Sylvestre Dorian Named European Director of Cosmos—Davis Goes Abroad for Science Service—Merryle Rukeyser to Write for Current News

SYLVESTRE DORIAN, who has been for several years on the staff of the *Detroit Free Press*, has sailed for Paris on the "France," to become European director of the Cosmos Newspaper Syndicate.

"I have been searching the country over for someone who was a trained newspaper man and, at the same time, thoroughly familiar with France," said Herbert S. Houston, president of the syndicate. "By a piece of good fortune I was brought in touch with Mr. Dorian by the Sunday editor of the Free Press, Miss Mary Humphrey. Dorian, I found, had been educated in Paris and at Oxford and then had been for several years on the staff of the Free Press. He is equipped, not only through his knowledge of the language but through his wide knowledge of French literature and French affairs, for the post that we have asked him to fill."

Mr. Houston announced that a feature his firm would offer to newspapers this fall would be fashion articles by the Paris couturiers, interpreting their creations.

To report leading scientific meetings in Europe this summer and to visit European correspondents and affiliated organizations in England and France, Watson Davis, managing editor of Science Service, sailed for Europe on July 17. A French Science Service under the name of Office d'Information Scientifique et Technique has been established and plans will be made for a closer co-operation between the two organizations.

Merryle Stanley Rukeyser, who recently resigned as financial editor of the *New York Evening Journal*, is travelling through Europe, studying financial and economic conditions. While abroad, he is writing for national magazines. On his return, he will write daily financial features, for Current News Features, Inc., of Washington, D. C., of which David Lawrence is president. Mr. Rukeyser will also continue as a member of the faculty of the School of Journalism, Columbia University, where he is in charge of two courses in financial writing. Rukeyser, who is accompanied by his mother, will return on the S. S. "Hamburg" Aug. 24.

The *New York Herald Tribune* feature "On the Radio" by "Pioneer," now carries the name of the author—Stuart Hawkins.

A complete study of the history of the two-thirds rule and the unit rule, governing the voting of delegates in political conventions, has been made by Richard Boeckel of Editorial Research Reports.

Famous Features Syndicate, Inc., has obtained the Honeymoon Diary of "Peaches" Browning. The series consists of twelve installments of 1,000 words each, accompanied by posed pictures.

William K. Ziegfeld, Jr., for the past two years manager of the Life Newspaper Syndicate, New York, has joined Grace & Holliday, Detroit, advertising agency. No successor to Mr. Ziegfeld has been appointed by the Syndicate and its features are now being sold through the Bell Syndicate.

George McManus creator of "Bringing Up Father," left Thursday on a trans-continental trip to attend the annual gala encampment of San Francisco's famous Bohemian Club late this month. Mr. McManus made a brief stop in Chicago and is scheduled to make a stop-over in Salt Lake City.

Mlle. Marceline d'Alroy, author of "You Said It, Marceline!" and lecturer on

women's styles, sailed Saturday on the Paris for France. She will be abroad until October. Her work is handled by the Premier Syndicate, New York. After Aug. 2 "You Said It, Marceline" will be available with "flapper" illustrations by Virginia Huget.

Because of the thousands of letters recently received from readers, by Ella Cinders, heroine of the comic strip by Bill Conselman and Charlie Plumb, on the subject of her forthcoming marriage to "Sidney Smoother," the Metropolitan Newspaper Service has modified its earlier request to subscribing papers, asking them hereafter to send on the tabulation only of further letters, instead of the letters themselves. Symposiums were conducted by newspapers in many cities, and in addition to letters of counsel on both sides of the question from individuals, the responses included telegrams, round-robins, and a proposal of marriage to Ella Cinders.

Jay N. Darling, ("Ding") cartoonist for the *New York Herald Tribune*, has recovered from an attack of summer influenza and has resumed drawing his daily pictures. "Ding," it is expected, will be able to return to his office in the *Des Moines Register-Tribune* building within a few days. At present he is doing his sketching at home. Mr. Darling's illness was not of a serious nature but was sufficiently annoying to prevent him from doing his daily sketch for a few days.

LATHAN RE-ELECTED

South Carolinians in Summer Meeting Tour Own State

(By Telegraph to EDITOR & PUBLISHER)

COLUMBIA, S. C., July 22.—A decision to hold a mid-Winter business meeting, to take the form of a newspaper institute in Columbia, was the feature of the 15th annual meeting of the South Carolina Press Association, held July 13 to 16.

It is planned to bring noted newspaper men here for the institute to discuss various practical phases of making a newspaper. Carrying out its policy of "seeing South Carolina" the association met in Darlington the night of July 13 and on the following day made a 140-mile tour of the Great Peedee section of the state, arriving at night at Myrtle Beach where the business sessions were held. The association was most hospitably entertained by the people of the Peedee.

The business session this year was featured by the number and excellence of papers read by members of the association and the discussions which followed them. These papers and discussions involved the practical part of making newspapers and also the agricultural and political conditions in South Carolina at this time.

Robert Latham, editor of the *Charleston (S. C.) News and Courier*, was re-elected president and all other officers were re-elected as follows: B. H. Peace, *Greenville News*, first vice-president; W. W. Harris, *Clinton Chronicle*, second vice-president; Harold C. Booker, Columbia, secretary; August Kohn, Columbia treasurer; W. W. Smoak, *Walterboro Press and Standard*, J. L. Mims, *Edgefield Chronicle*, E. H. Aull, *Newberry Herald and News*; C. O. Heaton *Spartanburg Herald*, J. W. Hamel, *Kershaw Era*, A. B. Jordam, *Dillon Herald*, and S. L. Latimer, Jr., *The State*, Columbia, Executive Committee.

A. W. Huckle, of *Rock Hill Herald*, commended EDITOR & PUBLISHER for his fight on the space grafters.

HOUSTON DOMINANCE IN DRUG LINEAGE

- As audited by DeLisser Bros. THE HOUSTON POST-DISPATCH GAINED 28,716 LINES in this Classification during the first five months of 1926. The Houston Chronicle lost 5,718 LINES.
- Every retail druggist in Houston who advertises uses the HOUSTON POST-DISPATCH. Not one of them now use the other leading paper.
- In 1925 we carried 93,120 lines of retail drug store advertising. The Chronicle carried 29,226 lines. To June first this year, we carried 64,727 lines—the Chronicle 8,319—For us this was a GAIN of 28,716 lines—for the Chronicle a LOSS of 5,716 lines.
- AND THAT MEANS ABSOLUTE DOMINANCE IN THE RETAIL DRUG TRADE OF HOUSTON.

Electrical and Radio Lineage, Year 1925

Post-Dispatch	252,270
Chronicle	121,086

FIRST 5 MONTHS, 1926

Post-Dispatch	124,372
Chronicle	64,749

GAINS OR LOSSES

For First 5 Months of 1926 over same period of 1925

The Post-Dispatch GAINED 78,940 lines; The Chronicle GAINED 31,980 lines.

Department Store Lineage, Year 1925

Post-Dispatch	1,322,736
Chronicle	2,855,692

FIRST 5 MONTHS, 1926

Post-Dispatch	727,919
Chronicle	1,095,107

GAINS OR LOSSES

For First 5 Months of 1926 over same period of 1925

The Post-Dispatch GAINED 182,227 lines; The Chronicle LOST 102,278 lines!

THE FASTEST GROWING NEWSPAPER IN TEXAS!

Houston Post-Dispatch

Owners and operators of Radio Station KPRC

R. S. STERLING, Chairman of Board W. P. HOBBY, President
C. C. MAES, General Manager
R. J. MEEKER, National Advertising Manager

THE S. C. BECKWITH SPECIAL AGENCY

National Representatives

New York Kansas City Detroit Los Angeles
Chicago St. Louis Atlanta San Francisco

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

The Intertype "Mixer"

Reduces the Cost of Setting Ads

Saves time! No waiting for the Distributor!



The Intertype
"Mixer"

Watch your ad man as he changes from one size or face of type to another. Notice how he sits back and waits while the distributor puts away the last line set.

Wasted labor! Wasted machine time! Wasted overhead!

With the Intertype "Mixer" the operator sets one size or face right after another. The first line may be 5½-point and the next one 36-point. No waiting! The automatic distributor takes care of anything — *without mechanical complications!* Quick changes: time saved!

And the Intertype "Mixer" is STANDARDIZED — which means *protection against obsolescence.*

Write for Intertype literature. If you wish to see our local representative, please so state.



INTERTYPE CORPORATION, 1440-A BROADWAY, at 40th Street, NEW YORK

CHICAGO

MEMPHIS

SAN FRANCISCO

BOSTON

LOS ANGELES

TORONTO

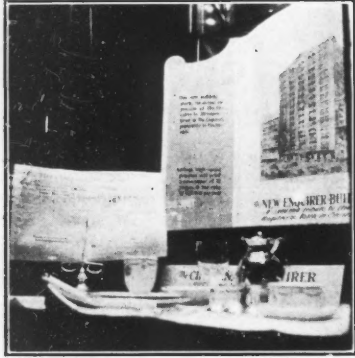
LONDON

BUILDING NEWSPAPER CIRCULATION

Making Use of Windows for Reader-Getting Display—Close Tie-Up with Schools in Rochester—Reporting Contest Conducted by Wakefield (Mass.) Daily Item—Analyzing Bobs in Milwaukee

MANY newspapers have front windows which are allowed to get dusty and flyspecked, or if kept clean, simply permit passers-by to see the head of the auditor as he bends over the ledger or a stenographer at work.

And yet these same windows can be, and in many cases are, effectively used



A Cincinnati Enquirer window

to attract new readers, new advertisers, and to build good will.

It didn't, of course, require any great amount of originality for the *New York Times* to perceive the enormous value of the window space it owns in the Times Building overlooking Broadway and Seventh avenue in the very heart of the theatre district. Eight years ago, the Times began to make use of this form of promotion. But the method of handling window display by the Times has undergone considerable improvement in the last two years. Now the promotion matter placed in the window isn't allowed to get "cold," but is changed each week, kept on top of the news, and kept interesting.

Arnold Sanchez, assistant business manager of the Times, is responsible for the appearance of the windows in the main building and also in branch offices in Harlem and Brooklyn. Direct supervision is by E. H. Taylor, supervisor of branch offices. Windows are at present being used chiefly to promote the Times' Sunday rotogravure supplements and the *Mid-Week Pictorial*.

"I think window dressing a great help in getting new readers and in creating interest in your paper," Mr. Sanchez said.

In the middle west, the *Cincinnati Enquirer* makes good use of its windows. A recent display may give a hint or two worth while.

The window in question was dressed with a tidy "breakfast-for-two" table. The board was set with an immaculate white-linen cloth to start. On this there was a plate, cup, saucer, napkin, fork and knife, egg cup, bowl for the oat meal at each place for the two. Goblets awaited water, salt and pepper shakers, brightly shined, stood ready to dress the eggs. A nickled container stood brim-full with steaming coffee—at least so it might be supposed. Chairs were drawn up on either side of this tempting table with everything set and waiting.

Then at each place was a metal holder for the morning paper. At the man's place was the *Enquirer*, the first page showing. On the woman's side the society page was unfolded.

As a background to the display was a sketch of the new home of the paper, with some facts as to the building printed on panels at each side.

These summer months are not too early to plan for the opening of school in the fall in the opinion of Jay Donovan, promotion manager, *Rochester-*

Times Union. And he told of a close tie-up with the Rochester schools worked out this year by his paper.

It has three appeals guaranteed to build good will and circulation for any newspaper anywhere—an appeal to patriotism, an educative appeal, and an incentive to satisfy the urge to travel most mortals have.

Mr. Donovan writes: "There are 55 public schools in the city of Rochester. Each school, as it came into being, was presented with a large silk American flag by the G. A. R. Each school has its official Standard Bearer, chosen every six months and selected on a basis of scholarship. The 'Transfer of the Flags' from the outgoing group to the incoming group takes place each year on the morning of Washington's Birthday. Hundreds of people vainly strive for admission owing to city-wide interest in the event.

"In an effort to create more interest on the part of the students in this scholarship award, the Rochester Times-Union, this year, during the program at the theater, officially invited both the outgoing and the incoming groups on a trip to Washington as guests of the newspaper. The school board accepted the invitation for the boys and plans were begun.

"There were absolutely no strings or conditions attached to the trip, no expense whatever to the boys. A special train of sleeping cars was chartered for the party, which consisted of 110 boys, two school principals, a doctor, one of Rochester's leading citizens, a moving-picture operator and myself.

"Owing to the high grade of mentality of these boys the whole trip was one of exceptional educational value and the appreciation of the boys themselves, coupled with the hundreds of letters of commendation from Rochester's citizens, has been ample reward to the Rochester Times-Union for its investment in future citizenship."

"An investment in good will of the readers" (and the contestants) is the way the *Wakefield* (Mass.) *Daily Item* characterized a reporting contest now in progress. Space rates and a weekly bonus of \$5 is offered the contestant who gets the most space in what the paper calls its "Personals-Chasing Race."

The *Item* told EDITOR & PUBLISHER about the stunt this week, as follows: "Personals constitute the most widely read news in any local daily or weekly newspaper. How to get more of them is the problem with most publishers. In past summers the *Item* has tried various methods, with varying success, but with results several hundred percent short of the success of the present idea.

"About the middle of June the *Item* had a happy thought. A full-page advertisement announcing the contest was published and immediately registrations began to come in from high school girls and others. Twelve were selected. The number was purposely limited in order that too many might not cover the same ground.

"On Monday, June 21, the contestants started with a rush. The whole town except Greenwood, was 'open' territory. To have restricted the contestants to the neighborhoods in which they lived would have given some an unfair advantage in newsier sections. The first week's payroll was on a basis of 19 columns of strictly personal items, an average of more than three columns a day. The second week brought 26 columns or an average of more than four columns a day. The third week, with many vacationists already at the seashore and mountains, the average fell off a little—as was expected—to 12½ columns, but the *Daily Item* anticipates that by Labor

Day this newspaper will have established a national record for the number of strictly personal items printed.

"The contest has several interesting phases. Most people like to see their names and those of friends in print, but hesitate to offer them. They will, however, gladly put aside their modesty to help these hustling girls earn money and perhaps win the weekly prize—every week someone must win it. In the second week of the contest, one contestant earned more than the average weekly pay of a fairly experienced office girl. Of course she could not hold this pace the year 'round and neither could the *Item* afford to invest so heavily in one department of news, but as an investment in good will of the readers (and the contestants) and to produce a notable asset to our advertisers (few of whom probably really appreciate the *Item's* value to them today) the season's cost will be counted as well worth while."

L. T. Ward, who for the past year has been associated under E. A. Scholz, in circulation work for the Butterick Publishing Company, having charge of the Columbus, Ohio, group of offices in the reading club work, has resigned to re-enter the newspaper circulation field. He had previously been with the *Canton* (O.) *Daily News* and *Des Moines Capital*.

Milwaukee Sentinel is analyzing local bobs. Various ways of having the crowning glory cut short are described daily, illustrated by a photograph of some Milwaukee girl who has clipped her tresses.

Louisville Courier-Journal is co-operating with the Optimist Club of its city in a slogan hunt. A slogan that will describe Louisville better than the present one: "The Gateway to the South" is wanted.

"Whose name has appeared the most number of times in Sharon newspapers?"

The *Sharon* (Pa.) *News-Telegraph* asked this question, then started a contest to find the answer, offering a \$5 prize to the reader picking the right name and telling why he chose it.

A. C. Dickinson, president of the *News-Telegraph*, was picked by the contest winner. His name, said the winner, had appeared in the masthead of the paper's editorial page in the daily and weekly *News-Telegraph* since March 4, 1906, or more than 6,340 times.

John H. Kuntz, circulation manager of the *Lancaster* (Pa.) *Intelligencer-News Journal* believes plenty of contests and entertainments keep the carrier force happy and efficient. Recently a group of carriers winning a subscription contest were sent to Washington, D. C., as a reward for their work. A picnic was held July 12, and a few weeks ago the carriers were taken to the Miller Brothers 101 Ranch Circus. Following a recent contest the entire force was treated to a banquet. Plans are now being made to take a group to Atlantic City for an outing.

Terre Haute (Ind.) *Post* carriers have been promised a picnic when 300 new subscribers have been obtained. The *Post* circulation department is running a series of one-eight page advertisements telling the public about its carriers and urging prompt payments.

Louis Gautier, circulation manager of the *New York Morning Telegraph-Running Horse*, this week claimed the consolidation of two papers had been effected and the price boosted 50 per cent, with "very little falling off in renewals." The merger occurred a month ago.

"I raised the price of a 10 cent daily and Sunday newspaper to 15 cents, not considering the subscription price to the individual, which is the largest subscription rate asked for a daily in the United States—\$31.30 a year—with very little falling off in the renewals," he said.

~FOR PROMPT SERVICE~

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR
AMERICAN CUT-COST EQUIPMENT

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

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

Live Advertising Solicitor Wanted In Every Large City

Internationally known trade publication wants live advertising solicitor in every city of the United States over 25,000 population. Must be dependable creator of new accounts. Commission basis only.

Write full particulars regarding service you can render and territory desired.

All correspondence treated confidentially.

Address Box A-655, Editor & Publisher.

All of these Notes have been sold.

\$4,300,000

Consolidated Publishers, Inc.

The Toledo Blade The Newark Star-Eagle The Duluth Herald
The Lancaster (Pa.) New Era Paul Block, Incorporated

Ten-Year Collateral Trust 6³/₄% Sinking Fund Gold Notes

Dated July 1, 1926

Due July 1, 1936

To be authorized and issued \$4,300,000. Coupon Notes, registerable as to principal only, in interchangeable denominations of \$1,000 and \$500. Interest payable January 1 and July 1, without deduction for any Federal income tax not in excess of 2% per annum, at the office of Lehman Brothers, New York, N. Y. Redeemable for sinking fund only on 30 days' notice on July 1, 1927 and on July 1, 1928 at 102 and accrued interest, and on each July 1 thereafter at a redemption price ³/₄% less each year. Redeemable, other than for sinking fund, in whole or in part by lot on any date on 30 days' notice at 102 and accrued interest.

Annual Sinking Fund beginning July 1, 1927, calculated to retire all of this issue at maturity

The Company will agree to refund to holders of the Notes, resident in such states, respectively, upon application within 60 days after payment, as provided in the indenture, the Pennsylvania Four Mills Tax, California and Ohio personal property taxes not in excess of four mills per annum, the Maryland Securities Tax of four and one-half mills, and the Massachusetts tax on the interest not exceeding 6% of such interest per annum.

THE CHEMICAL NATIONAL BANK OF NEW YORK, Trustee

The following information is summarized by Mr. Paul Block, President of Consolidated Publishers, Inc., from his letter describing the Company:

ORGANIZATION AND BUSINESS

"Consolidated Publishers, Inc., will own all the outstanding stock (except directors' qualifying shares) of the companies publishing *The Toledo Blade*, *The Newark Star-Eagle*, *The Duluth Herald* and *The Lancaster (Pa.) New Era*, as well as of Paul Block, Incorporated. These papers are among the most important and oldest in their respective territories, having been founded 43 to 96 years ago. All are members of the Associated Press. Paul Block, Incorporated, exclusive national advertising representative for these and a number of other important publications, is the largest organization in its field.

The Toledo Blade was founded in 1836 and is the leading newspaper in its territory, and one of the most successful and influential in the Middle West. It is the only evening paper in Toledo having membership in the Associated Press. Its circulation of 120,000 daily is as large as or larger than the combined circulations of all the other Toledo newspapers. In advertising, it occupies the same predominant position. For nearly 50 consecutive years the *Blade* has yielded its owners a profit.

The Newark Star-Eagle, established in 1832, is the second largest newspaper of New Jersey, having a present circulation of 95,000, and is the most important Republican paper of the State. *The Duluth Herald* and *The Lancaster New Era*, both leading papers in their territories, have a considerably larger circulation than any of the other papers in their own cities.

PROFITS

Combined profits, as certified by Messrs. Price, Waterhouse & Co., of the four newspaper companies and of the publishers'

national advertising representation business of Paul Block, Incorporated, after interest paid, but before Federal income taxes, excluding profits from sales of securities, and, in the case of the Newark Star Publishing Company, without deducting certain payments to stockholders and others (discontinued in January, 1926) averaging \$60,000 per annum, have been as follows:

Year ending Dec. 31*	Combined Profits as above	Times Interest Requirement Earned
1923	\$859,109.16	2.9
1924	902,811.12	3.1
1925	1,241,016.18	4.2
Four months ending April 30, 1926**	492,004.18	5.0

* Year ending the following Jan. 31 in the case of The New Era Publishing Corporation and ** including only three months for that company.

Such combined profits for the period shown above have averaged \$1,047,639, or over 3.6 times the \$290,250 maximum annual interest requirement on this issue. In the first four months of 1926 such profits were already equivalent to 1.69 times the full year's interest requirement on these Notes.

SECURITY

This issue of Notes will be a direct obligation of Consolidated Publishers, Inc., and, in the opinion of counsel, will be secured by pledge with the Trustee, under a collateral trust indenture, of all of the issued and outstanding stock (except directors' qualifying shares) of the five above described companies."

Further information and a consolidated balance sheet as of April 30, 1926, are contained in the circular, copies of which may be had upon request to the undersigned.

Price 100 and Accrued Interest to Yield 6.75%

This offering is made in all respects when, as and if issued and accepted by us and subject to the approval of our counsel. We reserve the right to reject any and all subscriptions in whole or in part, to allot less than the amount applied for and to close the subscription books at any time without notice.

It is expected that delivery of Notes in temporary or permanent form or interim receipts will be made on or about August 16, 1926, at the office of LEHMAN BROTHERS, 16 WILLIAM STREET, NEW YORK, N. Y., against payment therefor in New York funds.

LEHMAN BROTHERS

HALLGARTEN & CO.

The statements contained in this advertisement are not guaranteed, but are based on information which we believe to be true.

ADVERTISING AGENCY AFFAIRS

New Buffalo Agency—McDougall Transferred to Chicago—Caesar Joins H. E. Lesan Agency—Cleveland Honored—Fox and Bartel Firms Merged in Detroit

PAUL HILDRETH advertising agency has been formed at Buffalo with \$100,000 capital, the firm name being Adams, Hildreth & Davis, Inc. Associated with Mr. Hildreth are M. Wayne Davis, vice president; and Alexander H. Adams, secretary-treasurer. Mr. Hildreth, president has been advertising manager of the Kardex companies at North Tonawanda. Mr. Davis formerly was advertising manager of the Safe-Cabinet Co. of Marietta, O. Levant H. Harvey will be account executive of the new agency and Allan Murray will be art director.

Charles H. McDougall, who has been associated with the art department of the George Batten Company, Inc., for many years, has been transferred to Chicago as art director of that agency.

David E. Caesar has joined the Chicago office of H. E. Lesan Advertising Agency in charge of the Service Department. Caesar started upon his advertising career with the *Chicago American* in 1911 and for the past 14 years was connected with the Chas. F. W. Nichols Agency.

Paul C. Foley has joined the Fred M. Randall Company, Advertising Agency, Detroit, in their radio and mail order division. Foley was formerly with the F. R. Steel Company of Chicago.

At the annual meeting of the Roosevelt Club of Boston, Cleveland A. Chandler of the Cleveland A. Chandler Advertising Agency, was re-elected secretary.

A new agency has been opened in Omaha by Stanley H. Jack, formerly of the Omaha office of the Potts-Turnbull Company, advertising agency. It is called the Stanley H. Jack Company, of which Mr. Jack is president. Edward F. Leary is vice-president and B. P. Kissane, secretary.

Two Detroit agencies, the Fox Advertising Agency and the Tom H. Bartel Company, have merged. H. V. Fox is now vice-president of the Bartel Company, of which Mr. Bartel is president.

Joseph Xavier Netter, for many years advertising manager of the Lightolier Company, has opened an advertising agency in New York under the name of J. X. Netter, Inc. During the past four years he has been with Creske-Everett, Inc., New York agency, as vice-president.

PROMOTING ADVERTISING

The *New York Sun* has just issued a map about four feet square to fold within a board cover 10 x 14 inches, showing the names, location and product of 854 manufacturers who carried schedules in that paper during 1925. The large map is a condensed version of the United States, showing the 26 states in which the 854 firms are located and the state groups are connected with New York City by long red arrows. An explanatory note states that in these 26 states are located 82 per cent of all the manufacturing plants of the country, producing 88 per cent in value of all manufactured products in the United States. The map bears the title "How Manufacturers Reach New York."

WITH THE GENERAL ADVERTISERS

W. W. Lewis Promoted to Assistant General Sales Manager, Cadillac Company—Purina Buys Ry-Krisp Company—Canadian General Motor Factories Break Record

WILLIAM W. LEWIS, advertising manager of the Cadillac Motor Car Company, has been promoted to the



W. W. LEWIS

newly-created position of assistant general sales manager and director of advertising. He will assist H. M. Stephens, general sales manager, in the conduct of all activities in the sales division, which includes the sales, advertising, parts and technical departments.

The newly-appointed sales executive joined the Cadillac organization as district sales manager in August, 1922, and advanced to advertising manager in November of the following year. In his former automobile connection, with the Peerless Motor Car Company, he spent six years as district manager.

The Ralston Purina Company, large cereal manufacturers with executive offices in St. Louis, has purchased the Ry-Krisp Company of Minneapolis, makers of Ry-Krisp, a Swedish health bread. The transaction is of the largest that has taken place in the cereal industry for several years. It involves taking over the milling, sales and distribution of Ry-Krisp, including all rights to patented processes of manufacturing and trade marks. The amount involved in the pur-

chase was not stated. According to William H. Danforth, president of the Ralston Purina Company, an extensive sales and advertising campaign will be put behind Ry-Krisp by the new owners.

Canadian factories of General Motors located at Oshawa, Ont., set a new production record during the first six months of this year, according to the *Oshawa (Ont.) Daily Reformer*. The six months' sales record also reached a new figure, exceeding the previous best twelve months record by 3,459 cars. There were 749 more unfilled orders on the books on June 30, than a year ago, J. H. Beaton, general sales manager stated.

O. A. D. Baldwin Nursery Company, Bridgman, Mich., has succeeded the Whitten-Ackerman Nurseries. With the change in ownership the advertising account of the company has been returned to the Frank B. White Company, Chicago, which will place copy for the ensuing year.

Orin S. Wernecke has been appointed advertising manager of the *Harvard Business Review* and the *Journal of Land & Public Utility Economics*, to succeed Claude E. Hooper, now associated with the advertising department of *Scribner's Magazine*. Mr. Wernecke is also in charge of the new Eastern book division offices of the A. W. Shaw Company, New York.

Samuel F. Head, formerly of the *Buffalo Star*, has been appointed director of advertising publicity for the Steel Consolidated Stores, Inc., at Buffalo.

The Richmond Times-Dispatch

Announces
The Appointment Of

THE JOHN BUDD COMPANY

As Its

NATIONAL ADVERTISING REPRESENTATIVES

Effective August 1st, 1926



\$843,314,000

\$7,438,609,142.

Leads in Mineral and Industrial Production!

The wonderful opportunity for every National Advertiser in telling the story of products to the people of Pennsylvania is shown by the Government statistics.

Pennsylvania is among the leaders in wealth, earning power of its workers and in steady, all year 'round prosperity. In coal it leads all States. In commerce, it is unsurpassed, and in industry Pennsylvania has few competitors.

Do not overlook this state when planning your campaign.

The daily papers listed here can give you service in merchandising and distribution.

	Circulation	2,500 lines	10,000 lines
**Allentown Call(M)	31,400	.10	.10
**Allentown Call(S)	22,349	.10	.10
††Beaver Falls Tribune.....(E)	6,553	.03	.03
††Bethlehem Globe Times.....(E)	13,272	.06	.06
††Bloomsburg Press(M)	7,673	.04	.04
**Chester Times(E)	18,295	.06	.06
††Coatesville Record(E)	6,783	.035	.03
**Connellsville Courier(E)	5,928	.02	.02
**Easton Express(E)	25,473	.08	.08
**Erie Times(E)	28,596	.08	.08
††Greensburg Tribune Review... (EM)	14,883	.05	.05
††Hazleton Plain Speaker.....(E) }	19,852	.07	.06
††Hazleton Standard-Sentinel..(M) }			
**Mount Carmel Item(E)	4,307	.0285	.0285

	Circulation	2,500 lines	10,000 lines
**Oil City Derrick(M)	8,588	.04	.04
**Pottsville Republican and Morning Paper(EM)	15,346	.08	.07
**Scranton Times(E)	43,230	.13	.12
**Sharon Herald(E)	7,236	.0357	.0357
**Sunbury Daily Item(E)	5,224	.03	.03
**Washington Observer and Reporter(M&E)	17,589	.06	.06
††West Chester Local News(E)	11,860	.04	.04
**Wilkes-Barre Times-Leader(E)	26,204	.06	.06
††Williamsport Sun and Gazette & Bulletin.....(ME)	28,000	.09	.09
††York Dispatch(E)	19,632	.05	.05

**A. B. C. Publishers' Statement, March 31, 1926.
 ††Government Statement, March 31, 1926.

CLASSIFIED ADVERTISING

New Want Ad Headquarters for Pittsburgh Press—Dayton News Instructing Readers How to Write Classified Ads—New York Times' List of Objectionable Copy



Exterior of new Want Ad headquarters of the Pittsburgh Press

THE Pittsburgh Press recently opened a new Want Ad headquarters at 254 Fifth avenue, a building designed especially for handling classified copy. It has a frontage of 25 feet on Fifth avenue and a 50 foot depth.

The front of the building is cast bronze and glass with two beautiful show windows of walnut finish. The structure encloses a large room with a 32 foot ceiling. A large horseshoe counter occupies the center of the room while nearby is a large writing desk. Ten clerks are employed in this office. There are two direct telephone lines to the operating plant.

There is a small mezzanine in the rear of the office which accommodates the Downtown Travel and Information Bureau of the paper. In the front is another mezzanine for the bulletin service. News bulletins are flashed to the downtown office by a direct telephone connection from the city editor's desk. The bulletins are printed in large letters and pasted on swivel windows which are floodlighted. The above photograph shows how the Press is using this bulletin service to promote the paper.

Owen M. Phillips is business manager of the Press.

All newspapers are now vigorously working to keep their classified pages free from fraudulent advertising. Objectionable copy, refused by the *New York Times*, is listed as follows in the newspaper's "Classified Manual":

1. Fraudulent or doubtful advertisements:

Make a million by investing \$10,000 in our oil wells. Produce 1,000 barrels daily. Your investment will triple itself in four months.

2. Offers of something of value for nothing; advertisements that make false, unwarranted or exaggerated claims:

A high grade automobile given away to the first 20 persons answering this advertisement. Send 10c. for booklet, "How to make \$25 daily."

3. Advertisements that are ambiguous in wording and which may mislead:

Women—earn \$100 weekly giving beauty treatments. Experience unnecessary. Apply Room —.

4. Attacks of a personal character; advertisements that make uncalled-for reflections on competitors or their goods: You can not be sure of your radio unless it is bought from us. Only our Radio sets are sold to you fully as represented.

5. Advertisements holding out the prospect of large guaranteed dividends or excessive profits:

Ladies Apparel Shop for sale. Will guarantee a net profit of \$15,000 yearly. Sacrifice for \$5,000 if bought immediately.

6. Bucket shops and offerings of financial prospects:

Safe Gold Mine—\$50 per share on curb. Price of \$100 assured as soon as mine becomes producing.

7. Advertisements that are indecent, vulgar, suggestive, repulsive or offensive.

8. Matrimonial offers; fortune telling: Young man, cultured, owning producing farm, wishes to correspond with young lady 23-35 or young widow. Object matrimony.

9. Objectionable medical advertising and offers of free medical treatment; advertising that makes remedial, relief or curative claims (either directly or by inference), not justified by the facts or common experience:

Brown's tablets positively cure kidney trouble, liver trouble, colds, etc.

10. Advertisements of products con-

taining habit-forming or dangerous drugs.

Note—All medical advertisements are subject to investigation before being published.

11. Want advertisements which request money for samples or articles:

Salesmen wanted for quick seller, auto cleaner. Send \$1.00 for sample.

Mailing lists offered for sale:

Example: Mail order house going out of business wishes to dispose of an up to date national automobile dealer mailing list.

12. Any other advertising that may cause money loss to the reader, or injury in health or morals, or loss of confidence in reputable advertising and honorable business, or which is regarded by the *New York Times* as unworthy.

A wide variety of articles and services offered to the public by means of classified advertising is shown by this analysis of 325 advertisements reported on for newspaper publishers by the National Better Business Bureau. This makes even more apparent the number of advertisers and readers of advertising to whom dependable classified copy is a live issue.

Automotive	8.75%
Correspondence Schools	12.
Clothing	9.5
Financial	3.5
Foodstuffs	1.5
Jewelry	1.5
Household Appliances	3.5
Machinery	1.5
Musical	1.5
Miscellaneous	8.75
Mail Business	37.75
Fountain Pens	6. %
Formulas, Etc.	2.5
Gilding cards	1.
Home Work Schemes	10.
Mail Order Plans	12.5
Needlework	5.75
Printing Devices	2.75
Toilet Accessories	5.75
Tobacco	1.75
TOTAL	100%

H. G. Barringer, classified advertising manager of the *Indianapolis News* for the past ten years, has joined the Hearst organization as classified advertising manager of the *Syracuse Journal* and manager. Barringer is a charter member of the Association of Classified Managers and a former Director.

AD TIPS

Blaine-Thompson Company, 4th National Bank Building, Cincinnati. Trying out three Southern towns in a test campaign on International Products Company, Lexington, Ky.

Cramer-Krasselt Company, 1201 Bank of Italy Building, Los Angeles. Trying out some far Western cities for the Samson Tire Company, Los Angeles.

Cramer-Krasselt Company, 354 Milwaukee street, Milwaukee. Running schedules on Maytag Company, Newton, Ia., in western papers.

Dauchy Company, 9 Murray street, New York. Has secured account of the Fales Chemical Company, Inc., Cornwall Landing, N. Y.

Gardner Advertising Company, 1627 Locust

street, St. Louis. Reported will place account of the Ky-Krisp Company, Minneapolis, makers of Swedish Health Bread, which has been purchased by the Ralston Purina Company, St. Louis.

Greenleaf Company, 80 Federal street, Boston. Now handling account of the Carpenter-Morton Company, Boston, manufacturers "Color-ite" and "Carmote Cow-Ease."

J. R. Hamilton Company, 326 West Madison street, Chicago. Will use some newspapers for Altorfer Bros. Co., "A. B. C. Washer", Peoria, Ill.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Now handling account of the Houde Engineering Corporation, Buffalo, also placing account of the Nachman Spring Company, Chicago, "Nachman" spring units.

Arnold Joerns Company, 26 East Huron street, Chicago. Are adding a number of towns to their list for Hauley and Kinsella, St. Louis.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Preparing a list of newspapers for the Mohawk Electric Co. (Radio), Chicago, and trying to secure more dealers.

Mitchell-Faust Company, 7 South Dearborn street, Chicago. Placing account of the Savo Manufacturing Company, Chicago, manufacturers "Savo" air moisteners and flower and plant boxes.

Pedlar & Ryan, Inc., 250 Park avenue, New York. Placing account of Bristol-Meyers Company, New York, manufacturers "Sal Hepatica," "Ipana" tooth paste and "Gastrogan" tablets.

Frank Presbrey Company, 247 Park avenue, New York. Now handling account of the Florida East Coast Railway and Hotels.

Procter & Collier, McMillan street at Reading Road, Cincinnati. Preparing a list of newspapers on Fishback Company, Indianapolis.

Suedhoff-Ross Company, Tri-State Building, Fort Wayne, Ind. Adding papers to the list for Rul-No-More Co., Fort Wayne.

BAR GOVERNMENT NAME OUT OF AD COPY

Trade Commission Finds Practices of Philadelphia Civil Service Coaching School Unfair Competition

An important decision involving the use of a familiar government title in advertising placed by a private concern was handed down this week by the Federal Trade Commission.

According to an order issued by the Commission the Civil Service Correspondence School of Philadelphia must discontinue its practice of using the term, "Civil Service," in advertising or other matter to solicit students.

The Commission found that the respondent used a catalog bearing a picture of the Capitol of the United States, and of "Uncle Sam" in conjunction with the words "Civil Service Correspondence School, Philadelphia, Pa." These catalogs contain statements to the effect that its courses of instructions consist of questions and answers similar to those propounded by the Civil Service Commission, and further implies that its students promptly will secure positions in one of the government departments.

Many other statements are made by the respondent, the findings recite, which cause the erroneous impression that it is connected with the United States Government, and is therefore an unfair business practice, which deceives its student customers and is prejudicial to competing schools.

FOR IMMEDIATE DELIVERY

8-page Duplex Angle Bar Press—8 column, 22 3/4" cut-off

20-page Duplex Single Deck Web Press—8 column, 22 3/4" cut-off

Model 8 Linotype, serial No. 28228, with 3 magazines

Model 5 Linotype, serial No. 13627

Monotype Caster, with Lead and Rule Attachment

Hoe Linotype Melting Furnace, complete

Hoe Heavy Duty Pedestal Saw

Send for Current List of Offerings

THOMAS W. HALL COMPANY

INC.

575 Washington Street
New York

10 High Street
Boston

**BELLINGHAM DAILIES NOW HOUSED
IN NEW PUBLISHING PLANT**



Handsome New Plant of the Bellingham (Wash.) Herald-Reveille

NORTHWEST and British Columbian publishers who have recently inspected the new home of the *Bellingham Herald* and the *Bellingham Reveille*, agreed that it is one of the most complete newspaper plants in the west.

The new Herald Building was formally opened June 27 when it was estimated over 7,500 persons inspected the building and newspaper plant. Twenty odd outside newspaper publishers attended the opening and were given a dinner by President S. A. Perkins and Vice-President and General Manager Frank I. Sefrit.

The Herald Building is all-steel construction fire-proofed with gypsum. It is a beautiful building throughout, the exterior being terra cotta designed in the Gothic style. It is seven stories in height; the seventh story is not shown in the engraving herewith because it is hidden by the high parapet walls. But this story, as all others above the first, has a fine marine view over Bellingham Bay. The seventh story is to be made into a modern club with roof garden features.

The trim of the building is in marble and Philippine mahogany. The cost exceeded \$350,000 exclusive of land values. The building occupies a ground space of 137½ feet on State street by 125 feet on Chestnut street. A railway spur in the rear serves to unload newsprint and other heavy freight.

About one third of the building is occupied by the publishing company. The other is for stores and offices. A commodious space for parking cars of tenants is provided in a part of the basement. This is reached by twin elevators.

The Bellingham Publishing Company, owners of the Herald Building and the newspapers, has erected a building and installed a plant that will meet the demands of a rapidly growing population and business. The building was designed for speed and economy in publishing. The business offices are on the ground floor with the editorial and composing rooms directly connecting on that floor. The mats are molded on the first floor and sent to the foundry in the basement. The presses, stereotype machinery and mailing departments are in the basement. The mailing room delivers directly to the

street level in the rear. The equipment is electric throughout, even to the use of monomelts on the Mergenthalers. A Hoe sextuple and a Hoe 16 page press serve the needs of the business, the latter for supplements.

General Manager Frank I. Sefrit came to Bellingham 15 years ago from Salt Lake City where for nine years he was an executive of the *Tribune*, six years as general manager. Previous to that he had been an Indiana newspaperman. President S. A. Perkins, publisher, makes his headquarters at Tacoma. The secretary-treasurer of the Bellingham Publishing Company is E. G. Earle, a veteran western newspaper man.

FLASH BURNS PHOTOGRAPHERS

**Williams Brothers Hurt in Boston by
Accidental Explosion**

John ("Jack") Williams, *Boston Post* photographer, was badly burned about the head and his brother, Gus Williams, *Boston American* photographer, was cut about the face by flying glass, when the former's flash-lamp exploded outside the Suffolk county courthouse, Boston, early in the evening of July 15.

The accident happened when a group of newspaper photographers were assembled outside the courthouse in expectation of the arrival there of a certain man for whom a warrant had been issued in connection with a girl's death, and dismemberment of her body. Seeing a man approaching with a police officer, "Jack" Williams had his camera loaded for a flashlight. When it was discovered that the man with the officer was a lawyer and not the man whose photo he sought, Williams started to pour the flashlight powder, which was already in the gun of the camera, back into its glass container when his sleeve accidentally caught the trigger release, causing it to go off.

BARRE PAPER INCORPORATED

A charter of incorporation was granted last week in Massachusetts to the *Barre* (Mass.) *Gazette* Inc., of Barre, with a capital of \$15,000. The incorporators are Irving F. and Beatrice K. Carpenter, both of Barre, and Carolyn M. Kinne, of Somerville.

*The Money
That Goes to Florida
Comes Back to You*

Millions of dollars are going to Florida every week. The fact that bank deposits in Florida more than doubled during 1925 is sufficient evidence of this.

But this fact need not worry the other sections of the United States. The money that is going to Florida is being put into circulation and the important thing is that—

This money that is going to Florida will come back to every part of the country which goes after Florida business.

Florida has money and Florida is spending it. It is buying unfinished products and manufactured articles and food supplies from the rest of the nation, just as fast as railroads and steamship lines can carry them. It has bought so fast indeed that the railroads during the past winter had to put an embargo on freight and express shipments.

Florida is a wonderful, growing market. It offers an unusual opportunity to the manufacturer.

Reach this market NOW. Cultivate it consistently. The most economical media to cover Florida completely are the Associated Dailies.

**ASSOCIATED DAILIES
of Florida**

510 Clark Bldg. Jacksonville, Florida

- | | |
|--|--|
| Bradenton News
Clearwater Sun
Daytona Beach Journal
Daytona Beach News
Deland Daily News
Eustis Lake Region
Ft. Lauderdale News
Ft. Myers Press
Ft. Myers Tropical News
Ft. Pierce News-Tribune
Ft. Pierce Record
Gainesville News
Gainesville Sun
Jacksonville Florida Times-Union
Jacksonville Journal
Key West Citizen
Kissimmee Gazette
Lakeland Ledger
Lakeland Star-Telegram
Lake Worth Leader
Melbourne Journal
Miami Daily News
Miami Herald | Miami Tribune
New Smyrna News
Ocala Central Florida Times
Orlando Morning Sentinel
Orlando Reporter-Star
Palatka News
Palm Beach Daily News
Palm Beach Post
Palm Beach Times
Pensacola Journal
Pensacola News
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg News
St. Petersburg Times
Sanford Herald
Sarasota Herald
Sarasota Times
Stuart Daily News
Tampa Times
Tampa Tribune
Winter Haven Chief |
|--|--|

EMPLOY YOUTH, BUT DON'T NEGLECT TRAINING, FOSTER'S ADVICE TO EDITORS

Veteran of Scripps-Howard Staff Sees Great Waste in Attitude of Executives Toward Juniors of Newspaper Staffs by Failure to Guide Their Energies

J. W. FOSTER, recently appointed assistant to G. B. Parker, general editorial executive of the Scripps-Howard



J. W. FOSTER

Newspapers and also as assistant to E. E. Cook, editor-in-chief of the Ohio-Pittsburgh group, is a native of Texas. He was born in Galveston.

He cubbed on the *St. Joseph (Mo.) Gazette* in the days when that newspaper was controlled by the late George H. Lark who afterward became

a New York publisher.

Foster went to Oklahoma 20 years ago and became editor of the *Oklahoma City News*, a Scripps-Howard newspaper. He was transferred to the *Cleveland Press* 13 years ago. There he served as feature writer, city editor and managing editor. A little more than a year ago he became chief editorial writer.

His hobby is the development of men.

"We concern ourselves too much about the waste of white paper and too little about the waste of man power," he says.

"There is too great a tendency on the part of many newspapers to employ youngsters in the hope that they possess the spark so necessary to successful careers in this business, then to neglect the development of these youngsters.

"The result is an alarming amount of dead-wood on payrolls. The financial loss, while unfortunate, is not the most important thing. The most important thing is that we lose for too long a time the talents and the energies and the optimistic points of view that belong to youth. We need these things to keep our newspapers out of the rut. The spirit of the times is effervescent. It demands recognition by newspapers. The newspaper that does not respond to that demand pays the penalty in dwindling circulation.

"Young energies, properly directed, keep alive the fires in the breast of the veteran. Show me a newspaper staff in which rapidly-developing young men and women are given place, and you'll show me a staff that is on its toes.

"Oh, yes, we need balance wheels—veterans who control the brakes. I by no means estimate their importance. I don't believe that a newspaper should be a three-ring circus. As the same time, I am not forgetful of the fact that a circus usually draws a pretty fair crowd."

Foster's oldest son is 20. Three years ago, while Foster was managing editor of the Press, the son applied to him for a job. The father turned him down. Three days later the boy came back to the Press office:

"Dad," he said, "I work for you. The editor has given me a job."

The young man is still with the Press, doing re-write at the age of 20.

The youthful nerve which Mr. Foster admires has been given prominence on the *Cleveland Press*, as stated in EDITOR & PUBLISHER last week. An editor, a managing editor and a chief editorial writer were appointed and the oldest of them is 30, the youngest 24 years of age. Their work will be under the general

supervision of Messrs. Parker, Cook, and Foster.

Ted. O. Thackrey, the new editor of the Press, is 24 and until recently was managing editor. He has been in newspaper work since his high school days and among the other newspapers where his hat has hung are the old *Kansas City (Kan.) Gazette-Globe*, *Kansas City (Mo.) Journal*, *Manhattan (Kan.) Mercury*, *Topeka Capital*, *Kansas City Star*, *Oklahoma City Oklahoman* and *Topeka State Journal*.

Louis B. Seltzer, chief editorial writer



L. B. SELTZER



J. B. SORRELLS

of the Press, is 28 and started as an office boy for a Cleveland newspaper 14 years ago. He became city editor of the Press when he was 22, then assistant managing editor, political editor, and at various times as star reporter.

John H. Sorrells, now managing editor at 30 years of age, began his career on the *Graphic* in his home town of Pine Bluff, Ark., holding all important posts on that daily. He worked in Fort Worth and Oklahoma City before joining the *Cleveland Press* as news editor last year.

KANSAS DAILIES TO ADVERTISE

Plans Discussed at Topeka Meeting—Capper Publications Host

Plans for advertising Kansas, especially in the east, were discussed by a score of members of the Kansas Daily Newspaper Advertising Association at a special meeting, held in Topeka last week.

Advertising councillors were asked to prepare copy for use in newspapers and magazines and to submit their recommendations.

The Capper Publications was host to the visiting newspapermen. Another meeting will be held soon.

WE'RE ALWAYS BUSY—WHY?

AUTOMOBILE PRIZE CAMPAIGNS

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



Conducted on THE KENDALL PLAN

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

Our last Campaign was run:

Name of paper _____ City _____

By _____ Title _____ State _____

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

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

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

EDITOR & PUBLISHER CALENDAR

July 26-Aug. 31—Institute of Politics, Williams College, Williamstown, Mass.

July 30—Northeast Missouri Press Assn., mid-summer Meeting, Monroe City, Mo.

Aug. 6-7—Wyoming Press Assn., annual convention, Thermopolis, Wyo.

Aug. 7—Southwest Minnesota Editorial Assn., summer outing, Lake Sheat, Minn.

Aug. 9-11—Georgia Press Assn., annual meeting, Louisville, Ga.

Aug. 11-13—South Dakota Press annual meet, Brookings.

Aug. 12—Wisconsin Press Assn., Meeting, Wisconsin Rapids.

Aug. 12-14—Virginia Press Assn., meeting, Pulaski, Va.

Aug. 13-14—Iowa Press Assn., meeting, Cedar Lake.

NEW ELECTRICAL CONTROL

Acceleration and Braking Device Developed for Printing Machines

A new device for automatically controlling the acceleration and braking of alternating-current motor-driven equipment has been developed and placed on the market by the Cutler-Hammer Manufacturing Company of Milwaukee and New York. It is called the Carpenter automatic control station, and has been applied to cylinder presses, web presses, lithographic presses and other printing equipment.

The station is used in connection with the standard types of automatic pushbutton-operated magnetic controllers which

are employed for the control of slip-ring motors, although it also can be used with controllers for squirrel-cage motors. When the "run" button is depressed for starting the motor, the device functions to keep the external resistance in circuit (thereby limiting the current inrush) until the motor has attained 40 per cent of normal running speed, at which time it automatically opens the torque switch, shunting out the external resistance, and closes the run switch for normal operation of the motor. When the "stop" button is depressed for stopping the motor, the device functions to open the line switch, which opens the run switch through an interlock. At the same time it closes a reverse line magnetic switch with the external resistance in circuit, thus creating a field in direct opposition to direction of rotation and exerting a braking effect equal to the rated torque of the motor. Just before the motor comes to dead rest the reverse switch circuit is opened, thus compensating for the switch lag. The motor is stopped without any possibility of reversing or coasting.

Essentially, the device consists of an oil pump which operates a contact-making device. The pump is belt-connected to the driven machine, and when the speed of latter reaches 40 per cent of normal running speed, the pressure generated by the pump serves to operate a contactor which opens the torque switch and closes the run switch.

STAFF SHIFTS IN BUFFALO

Following the merger of the *Buffalo Express*, *Courier* and *Star* further reductions in the staff have been necessary and a number of Buffalo newspaper men are now engaged in other fields. Their number includes Frank Dooley, Harry Mullany, Alex Rosenberg, Richard Murray, William Devereaux, Walter Mason and Fred Fails. M. W. Wilner has gone to the *Buffalo Evening News* as an editorial writer and Louis Atlas has sailed for Paris to joint the staff of one of the American publications there.

Unusual Business Opportunity

Other manufacturing interests necessitate the sale of a northwestern daily newspaper in exclusive field. Circulation over 5,000. Will pay twenty percent on investment of \$150,000 to \$175,000. Price for immediate private sale \$100,000. Will require \$60,000 cash to handle. Books open to inspection by reliable parties.

If you are not listed by credit agencies, please send bank references.

Wire Box A-678, care of Editor & Publisher.

PAUL BLOCK \$4,300,000 BOND ISSUE FOR TOLEDO BLADE OVERSUBSCRIBED

New Corporation, Consolidated Publishers, Inc., Will Own Four Newspapers and National Representation Business of Paul Block, Inc.

BECAUSE of its novel character, considerable interest was manifested in newspaper and financial circles this week in the offering of \$4,300,000 ten-year collateral trust 6 3/4 per cent notes of Consolidated Publishers, Inc., and the immediate success which the issue met. The notes were offered at 100 on Tuesday by a nation-wide syndicate headed by Lehman Brothers and Hallgarten & Co. Consolidated Publishers, Inc., which is to own the Toledo (O.) Blade, Newark (N. J.) Star-Eagle, Duluth (Minn.)

Four mos. ending Apr. 30, 1926**	492,004.18	5.0
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*Year ending the following Jan. 31 in the case of the New Era Publishing Corporation, and **including only three months for that Company.

Such combined profits for the period shown above have averaged \$1,047,639, or over 3.6 times the \$290,250 maximum annual interest requirements on the issue. In the first four months of 1926 such profits were already equivalent to 1.69 times the full year's interest requirement on these notes, it was pointed out.

An annual sinking fund, beginning July 1, 1927, is provided sufficient to retire all the issue at maturity. The notes are redeemable for sinking fund on thirty days' notice at 102 and interest on July 1, 1927 and 1928, and thereafter on July 1 at a redemption price 1/4 per cent less each year. The issue is redeemable as a whole or in part at 102 and interest.

In his letter to the bankers, Paul Block, president of Consolidated Publishers, Inc., said:

"With their present prosperity based on many years of development, I look forward to the increased success of each of the subsidiaries of Consolidated Publishers, Inc., and to the continued growth in circulation, advertising volume and editorial influence of each paper. The policy of the companies to be subsidiary to Consolidated Publishers, Inc., will be under my personal direction, with the assistance of my loyal associates, many of whom have been with me from fifteen to twenty-five years." He reviewed the history of the newspapers and Paul Block, Inc., concerning the latter he said:

"Paul Block, Inc., was organized in 1908 to continue the business founded by me in 1900, and which has since been continuously under my personal direction. The company is the exclusive national advertising representative for the above-mentioned newspapers, as well as for a number of other important publications, including Pictorial Review, the Washington (D. C.) Post, Rochester (N. Y.) Democrat & Chronicle, Syracuse (N. Y.) Post-Standard, Worcester (Mass.) Telegram and Gazette, Memphis (Tenn.) News-Scimitar, Manchester (N. H.) Union-Leader, Scranton (Pa.) Republican, Topeka (Kan.) State Journal and others. Paul Block, Incorporated maintains offices in New York, Chicago, Philadelphia, Detroit and Boston."

The serial notes have not only the Block properties behind them but in addition are secured by the unconditional personal guarantee of Mr. Block endorsed upon each note. Application will be made to list the notes upon the New York Stock Exchange.



Paul Block

Herald, Lancaster (Pa.) New Era, and Paul Block, Inc., is to be headed by Mr. Block as president. Heavy over-subscription of the bonds was attributed not only to the favorable conditions of the newspapers but also to the reputation of Mr. Block in the publishing and advertising fields.

A novel feature of the offering of the Consolidated Publishers, Inc. bonds, was the use in a published circular of an appraisal by Palmer, DeWitt & Palmer, which gave the fair realizable value of the four newspapers at \$11,000,000. This also gave the investing public assurance that the assets behind a newspaper security are to be found almost entirely in its intangible or good will values.

The subscription books for the offering to dealers were almost immediately closed, and a heavy over-subscription reported. In addition to the syndicate managers, Bond & Goodwin & Tucker, Inc. appeared in the Pacific Coast advertising, the Collin-Norton Company in Ohio, Stix & Co. in St. Louis, Trust Company of Georgia in Atlanta, and Lehman, Stern & Co. in New Orleans.

The entire proceeds of the issue are to be devoted to the acquisition of the Toledo Blade. Security of the issue is established by pledge with the Chemical National Bank of New York, as trustee under a collateral trust indenture, of all of the issued and outstanding stock, excepting directors' qualifying shares, of the five subsidiary companies.

Combined profits, as certified by Messrs. Price, Waterhouse & Co., of the four newspaper companies and of the publishers' national advertising representation business of Paul Block, Incorporated, after interest paid, but before Federal income taxes, excluding profits from sales of securities, and, in the case of the Newark Star Publishing Company, without deducting certain payments to stockholders and others (discontinued in January, 1926) averaging \$60,000 per annum, were announced as follows:

Year Ending Dec. 31*	Combined Profits As Above	Times Interest Requirement Earned
1923	\$859,109.16	2.9
1924	902,811.12	3.1
1925	1,241,016.18	4.2

NEAL ON AD COMMISSION

Jesse H. Neal, executive secretary of the Associated Business Papers, Inc. has been appointed to represent that Association on the Advertising Commission of the International Advertising Association.

STAFF NOW CONTROLS DALLAS NEWS

George B. Dealey on 52nd Year with Firm, Takes 52% of New Corporation's Stock—Employees Hold Minority

On the 52d anniversary of his connection with A. H. Belo & Co., publisher of the Dallas (Tex.) News and associated publications, George B. Dealey, general manager of the property, assumed 52 per cent of the stock of the A. H. Belo Corporation, which on July 15 took over the papers from the old organization. This step completed the process of transferring control of the news from members of the Belo family to Mr. Dealey and other employees of the News associated with him. Other publications concerned are the Dallas Journal, Semi-Weekly Farm News, Texas Almanac, and State Industrial Guide.

Officers of the new corporation are: President, George B. Dealey; vice-president, Walter A. Dealey; secretary-treasurer, John F. Lubben. Directors include the officers and also Tom Finty, Jr., Emmis Cargill, E. M. Dealey, and E. B. Doran.

Members of the Belo family have transferred their interests in the old corporation into the new, but in form which divests them of control, the announcement in the Dallas News stated. This passes to George B. Dealey and those who have been long associated with him in the management, by Mr. Dealey's acquirement of a majority of the voting stock, the minority of which will be held by the other officers and directors.



(C) NEA

Pop Gunn

is making friends for the N. E. A. Service, Inc., all the time.

And the N. E. A. knows that it is not only necessary to have the BEST features, but that it pays to give their clients the best possible kind of service.

Small wonder then, that the N. E. A. should choose Certified Dry Mats as the medium to send out their newspaper feature services.

Remember, please, that the N. E. A. is the "World's largest newspaper feature service," and that they use only the best the market affords.

Certified Dry Mats will appeal to you for the same reasons that led the N. E. A. to adopt them, and their use will give you just as much profit and satisfaction.

Won't you get acquainted — there's no obligation on your part.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue, New York
For wet mat printing with DRY MAT facility — use Certified
Made in the U. S. A.

THE TELEGRAM

now has the largest paid circulation in

CLARKSBURG, W. VA.

13,000 daily
14,000 Sunday
guaranteed.

Member Audit Bureau of Circulations

Represented Nationally by

The Devine-MacQuoid Co., Inc.
New York Philadelphia Pittsburg Chicago



Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Columbus Dispatch
Columbus, Ohio

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 more net paid circulation in Pittsburgh than the other two evening newspapers combined—and 35,000 more net paid circulation in Pittsburgh than the other two Sunday newspapers combined.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

MRS. MELONEY JOINS N. Y. HERALD TRIBUNE

Former Editor of Delineator Named Sunday Magazine Editor—Arthur Folwell Becomes Art Director

Mrs. William Brown Meloney, until recently editor of *Delineator*, has been appointed editor of the *New York Herald Tribune* Sunday Magazine, according to



Mrs. William B. Meloney

an announcement made this week by Ogden Reid, editor.

Mrs. Meloney succeeds Arthur Folwell, who has been appointed art director of the *Herald Tribune*.

Prior to taking over the direction of *Delineator* in 1920, Mrs. Meloney was associate editor of *Everybody's* for three years, editor of *Woman's Magazine*, staff member of the *New York Sun*, and occupied a seat in the Press Gallery in Washington—the first woman ever to be so honored.

In discussing her appointment, Mrs. Meloney said: "Since newspaper work was my first love, I am happy to return to it. In the past twenty years there has been a tremendous change in the attitude of the reading public toward newspapers.

"People are no longer willing to wait for monthly publications to learn what is going on in the world of art and science, and what the best minds are thinking with regard to matters of international interest.

"Consequently newspapers have had to absorb the best there is in magazines and combine it with the news. There is a solidity to the content of newspaper magazines that was not found formerly."

Among Mrs. Meloney's contributions to *Delineator* of special interest to women were:

The breaking down of the prejudice among physicians and surgeons against appearing with signed articles in lay publications. She persuaded Dr. Will Mayo of Rochester to contribute a series of articles on cancer, and Dr. L. Emmett Holt to write articles on the bringing up of children.

The raising of money to rebuild the town nearest the great American Argonne cemetery, and the raising of money to buy a gram of radium for Mme. Curie, and to provide her with an income for life.

The founding of Better Homes in America, which was incorporated as a public service corporation with Herbert Hoover as president and financed by the Laura Spellman Rockefeller Foundation. Committees were formed in 3,200 cities in the U. S. this year and it was estimated that 19,000,000 persons passed through the model houses.

Mrs. Meloney was decorated in 1917 with the *Medaille de Charleroi*, for service in behalf of Belgian children and in 1919, with the *Ordre de la Reine Elisabeth* for distinguished service to Belgian cause in U. S., and also with the *Chevalier Legion d'Honneur* of France as organizer of the *Marie Curie Radium Committee*.

Mrs. Meloney is the widow of William Brown Meloney, who was an editorial writer for the *Herald Tribune* for several months, specializing in comment upon shipping.

Mr. Folwell, whom Mrs. Brown is succeeding, first joined the *Herald Tribune* in 1916. He left for a while to go with the *Leslie-Judge* publications, and returned five years ago to become *Sunday Magazine* editor. His association with feature writers and illustrators began in 1902 when he succeeded Harry Leon Wilson as editor of *Puck*. Mr. Folwell is himself a contributor of light verse and prose to the *Saturday Evening Post*, the *Ladies' Home Journal*, *Life*, *The New Yorker*, and numerous other periodicals.

CADETT GOES TO COAST

Thomas T. E. Cadett, foreign sub-editor of the *London Times* and first newspaper man appointed as junior fellow under the American Newspaper Fellowships in memory of Walter Hines Page, started this week for his first American job. He will report to the *San Francisco Chronicle* about Aug. 1 and after two months there will start eastward with short working periods at various newspaper centres. He will conclude his year with a work on New York newspapers.

JEFFRESS IS AGENCY RECEIVER

Court Names Greensboro Publisher to Administer Carl J. Balliett, Inc.

Carl J. Balliett, Inc., advertising agency of Greensboro, N. C., was last week placed in the hands of a receiver by Judge T. B. Finley, at Albemarle. Action for a receiver was brought by the North State Engraving Company, of Greensboro, creditor to the amount of \$3,297, for itself and other creditors.

In its answer to the complaint of the North State Engraving Company, the agency admits that it is unable to pay the plaintiff and other creditors, and "believes that the best interest of all its creditors and of its stockholders will be best served by the court, acting through a receiver, taking charge."

E. B. Jeffress, mayor of Greensboro and manager of the *Greensboro Daily News*, was named as receiver. It was stated that the assets and liabilities are about equal, approximating \$90,000 each. Both firms occupy space in the *Daily News* building.

PROGRESS EDITION FOR TARHEELS

The *Greensboro* (N. C.) *Daily News* will put out a "progress" edition of its paper some time during August. The edition will feature the progress of the state in various phases in the last quarter of a century. The vice-chairman of the state board of Charities and Public Welfare, A. W. McAlister, of Greensboro, will contribute an article on the progress which has been made in public welfare work, as one of the articles which will compose the edition.

COAL FIELD DAILIES MERGE

The *Mahanoy City* (Pa.) *Record-American* has purchased the plant and good-will of the *Mahanoy Press* and the latter paper was suspended July 17. James H. Kirchner and David B. Davies are owners of the *Record-American*. The *Mahanoy Press* was the official organ of the United Mine Workers in District No. 9 and was edited by James A. Sullivan and managed by Edward R. Williams.

Read EDITOR & PUBLISHER—\$4 a year.

CIRCULATION BUILDING SUPREMACY

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

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S
Circulation Organization
Wire or Write us at 717-718 Commercial Exchange Bldg., LOS ANGELES

Eight Out of Every Ten

Regular Readers of

EDITOR & PUBLISHER

Renew their subscriptions year after year. And many's the ten in which one or both of the other two come back into the family as soon as they begin missing its inspiring, helpful weekly visits.

ISN'T THIS A WONDERFUL TRIBUTE TO THE VALUE OF THE SERVICE OF

The Newspaper Man's Newspaper

The National Advertiser's Guide to Markets and Media

The Agency's One Authentic Source of All the Facts and Figures Upon Which National Newspaper Advertising is Based?

If you are not already getting EDITOR & PUBLISHER the coupon below will start it coming to you right away.

EDITOR & PUBLISHER,
Times Bldg., New York, N. Y.

Send me EDITOR & PUBLISHER every week for a year, including with my subscription at no extra cost all the Special Numbers and the International Year Book and Space Buyers' Guide, as they are issued during the term of my subscription. Enclosed is my check for \$..... (Or, if you prefer, send me your bill.)

Name
Address
Paper (or Company)
Title or Position

Subscription Price, \$4 per year
(In Canada, 50c extra; Foreign, \$1 extra)

321 Satisfied Subscribers

The Advertising **CHECKING BUREAU Inc.**

538 So. Clark St.
CHICAGO



79 Madison Ave.
NEW YORK

NAME CORRESPONDENTS FOR PRESS CONGRESS

Gatherings at Geneva and Lausanne
Sept. 14-18—Front Seats in League
of Nations Hall Assigned
Delegates

News-gathering associations of the world are assigning their representatives to report the Third Press Congress of the World to be held in Geneva and Lausanne, Switzerland, September 14-18. The sessions on Tuesday and Wednesday, Sept. 14-15, will be held in Geneva, and the sessions on Thursday, Friday and Saturday, Sept. 16-18, will be held at Lausanne, following which the official party will tour Europe.

The Polish Telegraph Agency, with headquarters at Warsaw, will be represented by Pierre Gorecki, general manager; Leon Chrzanoski, correspondent at Geneva, and Paul Kleczkowski, correspondent in Paris.

Agence Avala, with headquarters in Belgrade, Yugoslavia, will have a representative present.

Paul Scott Mowrer, director in Europe for the *Chicago Daily News*, and William Bird, European director for the Consolidated Press Association will go from Paris to attend the sessions, and S. Dunbar Weyer, manager for Central Europe, located at Berlin, will represent the International News Service.

J. Russell Kennedy, managing director at Tokio, Japan, and Hugh A. Studdert Kennedy, director in America, located at San Francisco, will represent the Russell-Kennedys, Inc., Interpretative News Services, of Tokio.

T. Terry Champion, London representative of the Canadian Press, and F. B. Ellis, publisher of the *St. John Globe*, vice-president of the Canadian Press, will represent that organization.

Guy Innes, London representative, and F. W. Tonkin, Jr., editor-manager, will represent the Australian Newspaper Cable Service, and Joseph E. Starkey, Geneva correspondent, the Associated Press. The United Press will also have staff men in attendance, who like the other correspondents will not only cover the Press Congress of the World sessions, but will also report the League of Nations which will be in session at Geneva, and to which the members of the Press Congress party will be accorded front seats in the Press Gallery.

Ad interim committees of the Press Congress will make reports upon data gathered during the past year on such subjects as news communications by cable, radio, telephone, mail, etc.; the interchange of journalists; journalistic education, journalistic organizations, journalistic ethics and standards of practice. These subjects will be discussed from the floor, and representatives of the press of all countries will participate in the discussion.

The official party from the United States, Hawaii, Canada, and South and Central American countries will gather in New York City Aug. 31 for several days of sight-seeing and entertainment before sailing on the *Carmania*, Sept. 4. The New York City Publishers and the Allied Trades will be the hosts.

Arrangements for entertainments in New York are going forward, as are also arrangements for entertainment in Geneva, Lausanne, Paris, London and other cities and towns to be visited on the tour which will place the party in Southampton, Oct. 9 for the westward voyage home.

KALTENBORN TO STUDY RUSSIA

Brooklyn Eagle Associate Editor Also
Going to Geneva

H. V. Kaltenborn, associated editor of the *Brooklyn Eagle*, sailed July 22 on the "Stockholm" on a survey trip through northern Europe. His itinerary will carry him through Sweden, Finland, Russia and Poland. His most extensive stay will be in Russia where he plans to make a special study of the Soviet

system. In Sweden and Finland he will inquire into the way these two countries handle the liquor problem. While at Warsaw he hopes to observe conditions under the new Pilsudski dictatorship.

Mr. Kaltenborn is a member of the World Press Congress, which meets at Geneva Sept. 14-18. He hopes to arrive at the seat of the League of Nations in time to witness Germany's admission to membership. In the course of the Press Congress he will deliver an address on "Radio and the Press."

ERIE TIMES ADDS TO HOME

Annex Costing \$40,000 to Adjoin Two-Year Old Main Plant

A \$40,000 addition is being built to the new *Eric* (Pa.) *Times* building. The main building was completed just two years ago and the additional space will consist of a store front, second floor offices and paper storage space in the basement.

The addition will be 40 x 80 feet. The main *Times* building is 65 x 165 feet, two stories high with provisions for three additional stories. It was completed in March, 1924, at a cost of over \$250,000. Its basement now has a paper storage capacity of 14 carloads. The addition will take some of this storage space which is on falsework over a press pit.

PRESS AGENT TOUCHES OF THE WEEK

New Insurance Policy Offered as "News"—Hooking N. E. A. to Free Space Campaign—Concealed "Celotex" Copy

Among the business institutions soliciting free advertising this week from the newspapers was the Southland Life Insurance Co., whose publicity manager offered as "news" the following:

"DALLAS Texas, July—Answering a long-felt need, The Southland Life Insurance Co. announces a new policy to be known as the 'Paid Up at Age 65 Policy.' The rates on the policy are slightly higher than those for the ordinary life policy and much lower than those for the '20-pay life,' the new policy having as its feature the fact that all payments cease at age 65 when the earning power of most men decreases appreciably."

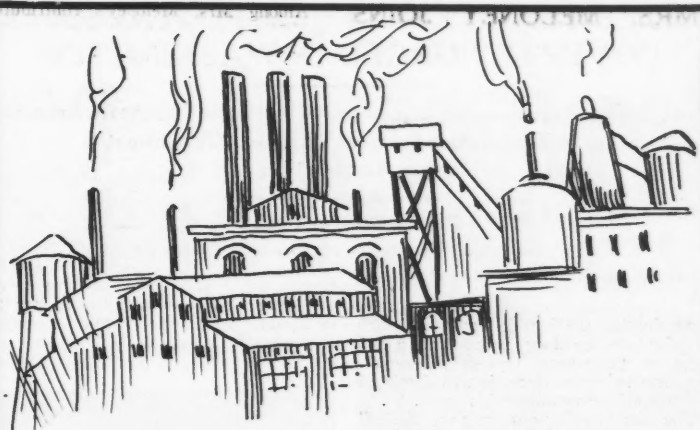
In justice to the man who wrote this free advertisement it must be said that in his covering letter he expressed "hesitancy" in offering it. "We try," said he, "never to send out a story that does not contain sufficient news to justify its publication." As one editor remarked to EDITOR & PUBLISHER, "This Dallas item does not indicate to me any particular effort to discriminate between advertising and news."

A press agent for fruit interests of California has just broadcast a picture of the members of the N. E. A. seated at banquet tables "eating Calavo Ice Cream made of California Avocados." The caption read, "News Kings Discover Calavo Delicacy." How that press agent must have grinned as he went about his job of hooking the press with the faces of the members of the N. E. A! The envelope in which the free publicity was mailed was labelled "Gordon S. Chapman, publicity director N. E. A., Los Angeles, California."

Another free publicity offer of the week came from the Celotex Institute of Chicago, to advertise Celotex, a building material. Architectural plans for homes were offered in mat form, Celotex being specified in the text descriptions, but always with a lower-case "c."

In a covering letter the institute's press agent asserted that the Institute was "established as a public service to aid home builders in the construction of better homes and to place at their disposal the very latest scientific discoveries along building lines."

Plates of this free advertising were offered through the Western Newspaper Union.



*Business Is Good in Indiana—
with 4909 Establishments and
\$2,031,821,938 in Value of
Manufactured Products.*

Business has never been better in Indiana. Its mills and factories are producing. Its workers are employed steadily and bank clearances were never greater.

Indiana is forging to the front as a great industrial State. A rich farming country and a State where contented workers are buying the better things.

Reach these buyers through the daily papers, the home medium.

Merchandizing and distribution Service given National Advertisers.

	Circulation	Rate for 5,000 lines
**Columbus Republican	(E) 4,912	.03
††Connersville News-Examiner	(E) 4,681	.025
††Decatur Democrat	(E) 3,215	.025
**Fort Wayne Journal-Gazette	(M) 35,247	.08
**Fort Wayne Journal-Gazette	(S) 28,468	.08
**Fort Wayne News-Sentinel	(E) 43,365	.10
**Gary Evening Post-Tribune	(E) 15,514	.06
**Huntington Press	(M&S) 4,079	.025
††Indianapolis News	(E) 128,341	.25
**Lafayette Journal & Courier	(M) 7,878 } (E) 13,583 }	21,461 .06
††La Porte Herald-Argus	(E) 6,726	.04
**Marion Chronicle	(E) 9,364	.04
†Shelbyville Democrat	(E) 4,012	.025
**South Bend News-Times..	(M) 9,751 } (E) 16,603 }	26,354 .07
**South Bend News-Times.....	(S) 24,500	.07
††South Bend Tribune..	(S) 21,431	.06
††Terre Haute Tribune.....	(E&S) 23,442	.06

**A. B. C. Publishers' Statement, March 31, 1926.
†Government Statement, October 1, 1925.
††Government Statement, March 31, 1926.

THREE-YEAR TEST OF 1925 POSTAL RATES COVERTLY URGED IN WASHINGTON

Post Office Department Encourages Delay and Despite Promises of a Bill, Next Session Will Be "Too Short" for Legislation

By **BART CAMPBELL**

(Washington Correspondent of EDITOR & PUBLISHER)

WASHINGTON, July 20—Post Office Department officials are secretly disseminating the idea it would be better to give the existing make-shift postal rates a three-year try-out before attempting to revise them, it was disclosed to EDITOR & PUBLISHER this week.

The idea is being put out as a "feeler" among members of Congress as well as among others in official circles at the National Capital who profess to entertain the greatest respect for the "power of the press" but are known to have secretly enjoyed the failure of the publishing interests to secure a cut in second-class rates at the late session of Congress.

While representatives of the publishing interests are now being patted on the back in the midst of a Congressional campaign by members of the joint Congressional postal committee, of which Senator George H. Moses, of New Hampshire, is chairman, and are now being told the next regular session opening in December should bring a revision of second class rates, the opinion is being quietly fostered here the session may prove too short to permit the enactment of such "controversial" legislation.

This opinion is being encouraged by Post Office Department officials who are opposing any immediate return to lower second-class rates. In their case, the wish may be said to be father to the thought.

Publishing and other groups demanding a reduction in rates are receiving what purport to be official assurance that a "postal bill will be brought up next session," it was stated, this week, "and they are accepting this as a promise that it will be passed."

This statement, supporting information gathered in other channels by EDITOR & PUBLISHER, added this forecast:

"The feeling of those who know the postal situation here is that the session will be too short and the differences of aim in the various groups too divergent, to make probable any effective rate reduction. The private comment emanating from the Post Office Department is to the effect that the present rates will have to be retained for two years yet."

The present "stop-gap" rates, a term given them at the time by Chairman Moses, became effective on April 15 of last year. The next session of Congress starting in December will end early in March, and will not be followed by another one for another nine months unless Congress should be called in special session by President Coolidge, a course hardly likely to be followed by him except in case of most imperative necessity.

The Post Office Department admittedly would like to see the situation, especially as it involves the publishing interests and second class matter, drift on until April 15, 1928, thereby providing a three-year period of delay which would permit its "experts" to stave off further any proposed reduction in the rates for carrying newspapers and magazines.

With the majority of the Senate and House post office committees manifestly willing to bend to any suggestion emanating from the Post Office Department, whether it opposes a cut in second class rates, or some other legislative proposal with which the publishing interests are concerned, the chances of any real postal legislation being passed at the next session appear from the further canvass made this week by EDITOR & PUBLISHER to be just as remote as they were at the last session.

The Post Office Department is obviously determined the publishing interests shall not secure any legislation from Congress unless it first has the Depart-

ment's approval. In the opinion of experienced observers here the sooner the publishing interests unite on a determined campaign to offset in both Senate and House this thus far successful "dog-in-



Postmaster General Harry S. New.

His department encourages delay in revising onerous rates on second class mail.

the-manger" attitude of the Department the better the chances of a reduction of second class rates are likely to be.

The prevailing judgment at Washington is, however, that unless the publishing interests do get busy and exert the right kind of pressure upon Senators and Congressmen alike before Congress meets again about all they will continue to receive from the Senate and House post office committees, as well as from the joint Congressional postal committee will be the same kind of light promises which were so glibly made but never kept by Chairman Moses and his associates during the recent session which ended in no postal legislation at all.

NEW PROMOTION MANAGER

Calvin E. Austin has been appointed promotion manager of the *Chicago Herald-Examiner*. Austin joins the Hearst organization from Lord & Thomas Advertising Agency where he handled the Studebaker Automobile account.

EDITOR & PUBLISHER classified "ads" pull!

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO
EMPLOYERS

TULSA WORLD EXPANDING

Adds Four Stories to Plant and Orders Two New Presses

More than \$300,000 will be spent for new equipment by the *Tulsa* (Okla.) *World*, it was announced last week by Eugene Lorton, publisher. Four stories will be added to the World's present building, making it when completed, nine stories and basement.

Two octuple presses have been ordered from R. Hoe & Co., Inc., and composing room equipment will be increased by several linotypes.

The remodeled building will be ready for occupancy Nov. 1, and the World will occupy the lower three floors and basement.

NEWS MEN VISIT SESQUI

Twelve Indiana newspaper men left last Saturday for a two-day visit at the sesquicentennial exposition at Philadelphia, as guests of William W. Finch, secretary-treasurer of the Indiana advisory committee of the exposition. Those who made the trip are Adolph Schmuch, *Indianapolis News*; Ross H. Garrigus, *Indianapolis Times*; Earl Mushlitz, *Indianapolis Star*; Humbert P. Pagni, *Indiana Catholic and Record*; Myron R. Green, J. C. Smith, *Seymour Tribune*; F. J. Prince, *Richmond*; R. H. Horst, *South Bend Tribune*; Robert C. Hillis, *Logansport Press*; John R. Emison, *Vincennes*; Edward J. Fehn, *Evansville Courier-Journal*, and R. Earl Peters, *Fort Wayne*.

FUND FOR MAHONY FAMILY

Friends and associates of the late John F. Mahony, Boston newspaper and publicity man, whose death occurred recently at Douglaston, N. Y., have started a fund for his family as a public tribute to his memory. The first contribution was that of \$2,800 from a group of New York friends. Several hundred dollars more

have been added by Boston friends. Plans are under way for an outdoor boxing bout, the proceeds of which will go toward the fund. Charles E. Young, *Boston Post*, is chairman of the tribute committee.

BULKLEY S. GRIFFIN MARRIES

Bulkley S. Griffin of the Griffin Newspaper Service, Springfield, Mass., and Isabelle Wilson Kinnear were married Thursday in the Cathedral of St. John the Divine, New York. Griffin is the son of late widely known managing editor of the *Springfield Republican*.

C. F. STOUT PROMOTED

Chauncey F. Stout, for the last 20 years in charge of the circulation department of the Plainfield (N. J.) *Courier-News*, has been named business manager to succeed the late Charles H. Frost, proprietor and manager for many years.

The Average Sunday
Circulation of
LA PRENSA
of
Buenos Aires
has increased to
290,000

since the installation of its ROTOGRAVURE plant last Autumn. The reception of the weekly eight-page picture supplement was so enthusiastic that a second big press was ordered immediately to take care of increased circulation. Increases also extended to the daily edition, which now averages 235,000.

For Information and Rates Apply to

JOSHUA B. POWERS
Exclusive Advertising Representative,
250 Park Avenue New York
"South America's Greatest Newspaper"

You can't run a shoe store without shoes—or succeed with a classified medium that isn't really classified.



THE BASIL L. SMITH SYSTEM, Inc.

International Classified Advertising
Counsellors

Packard Building Philadelphia

FLORIDA

continues to be the fastest growing state in the Union.

TAMPA

is the recognized industrial center and the most substantial city in Florida.

THE TAMPA MORNING TRIBUNE

is the only morning and the only Sunday newspaper in Tampa, covering the entire rich, productive and populous territory of Southwest Florida, reaching a population of 713,943.

200,000 Daily Readers.
300,000 Sunday Readers.

Represented nationally by
The S. C. Beckwith Special Agency.

have
you been
following the
remarkable
growth
of the
Detroit Times

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.

WHAT THEY ARE SAYING

REDUCING WASTE

“WASTE in advertising can be reduced. First—By educating those who will become producers and disseminators of advertising, so that counsel will be based upon a sound knowledge of fundamental principles. There are too many campaigns launched today with no real analysis of markets or study of the advertisers' problems.”—Hal S. King, Advertising Club of Los Angeles.

* * *

WORLD PRESS CAN PERPETUATE PEACE

“THAT the press of the world is today the greatest moulder of public opinion is universally conceded. That this press, were it united in an effort to promote and perpetuate peace on earth could accomplish more in this direction than any other single agency, seems quite as indisputable.”—John B. Kendrick, U. S. Senator, Wyoming.

* * *

ADVERTISING AIDS BUSINESS GROWTH

“I SINCERELY believe intelligent advertising is as much responsible for the healthy growth of a business institution as the guiding hand of the president and his board, or the managers, or production and sales. The influence of advertising is one of the great constructive forces in America.”—M. H. Aylesworth, managing director, National Electric Light Association.

* * *

THE DANGERS OF ADVERTISING WASTE

“ADVERTISING must eliminate waste or waste will eliminate advertising. We cannot go on indefinitely, squandering huge fortunes in national advertising for products that are not nationally distributed. Manufacturers cannot afford to pay \$10,000 a page just to get you and me to clip the coupon or write for the booklet and then ignore or fumble the inquiry.”—Raymond P. Kelly, Spokane Advertising Club.

* * *

LESS FANCY SALESMANSHIP

“WHAT this country needs is less of this fancy salesmanship and a more sincere desire to honestly serve people. This cry for ‘go-getters’ and ‘bring home the bacon, boys’ and ‘wrecking crews’ gives me a chill. Who wants orders that are taken by men using laughing gas and lead pipes? Believe me, buyers are looking for sellers who have good stuff to sell at fair prices. Buyers are looking for courtesy, promptness, intelligence. Give them these and you can count on their continued business.”—The Toledo.

* * *

“DON'T UNDERSELL COMPETITORS”

“DON'T undersell competitors to sell your own medium. There is no solicitation so distasteful to space buyers as an underselling solicitation. When your publication is left off a list, do not go to client with a constructive selling story on additional advertising. Talk coverage of markets through the addition of your publications. Give wise, economic reasons for the addition of your media. Yet recognize the client's financial limitations lest you sell unwisely.”—Don Belding, Space Buyer, Lord & Thomas & Logan, Before Publishers' Representative Departmental, Pacific Coast Ad Clubs.

CHINA ALUMNI GROUP FORMED

U. of Missouri Graduates in Shanghai Elect Wang President

The University of Missouri School of Journalism Alumni Association, Shanghai Branch, was formed Friday, June 11, when ten graduates and former students of the University were entertained at dinner by P. Y. Wang, assistant business manager of the *Shun Pao*, Chinese daily.

Those present were: Messrs. J. B. Powell, editor and publisher, *China Weekly Review*; Thomas F. Millard, Shanghai correspondent, *New York Times*; P. Y. Wang, of the *Shun Pao*; E. F. McEuen, formerly of the *Tokio Japan Advertiser* staff, who is leaving for the United States by way of Russia after three years in Japan; Maurice Votaw, instructor in journalism at St. John's University, Shanghai; Horace L. Felton, North China Daily News staff; Norman J. Ulbright, *China Weekly Review*, and Misses Louise B. Wilson, editor of the women's page, North China Daily News; Eva Chang, publicity department, Shanghai Y. W. C. A., and Margaret C. Powell, publicity, British-American Tobacco Company.

P. Y. Wang was elected president of the organization and Miss Louise B. Wilson secretary-treasurer.

HART'S WILL SET ASIDE

The long drawn out litigation in the Orphan's Court of Allegheny County of John Scott Hartje and Mary Louise Hartje Rambach, children of the late Augustus Hartje, paper manufacturer of Pittsburgh, Pa., who died in August, 1922, came to an end on July 20 when Judge Thomas Trimble made a formal order, setting aside the will, which disinherited the two children. At the same time announcement was made that a settlement had been effected between the children and the brother and sisters of Mr. Hartje who were made beneficiaries under the will. Under the terms of the settlement the children receive 60 per cent of the estate which is valued at about \$650,000. The other relatives will divide 40 per cent of the estate. The children had been disinherited because of their loyalty to their mother against whom Mr. Hartje had filed suit for a divorce.

HONOR FOR WELLS HAWKS

The Theatrical Press Representatives of America has just elected as its president emeritus Wells Hawks who recently removed to Florida to handle the Florida Exposition. Mr. Hawks founded the organization and was its president for three years.

**Very Shortly, Now,
Five Thousand
Typewriters**

in the 1300 American Cities and Towns where Daily Newspapers are Published

will begin clicking out the changes, corrections and additions necessary to bring

**EDITOR & PUBLISHER'S
MARKET
GUIDE**

up to the minute as the only thoroughly complete, authentic, unbiased, universally consulted and used compendium of the thousands upon thousands of facts and figures which picture the exact trading conditions in the markets covered by the daily newspapers of the country.

Already National Advertisers and Agencies are renewing their subscriptions or placing new ones, so as to be sure to get their copy of the 1926 Edition, out in November. Never a day—scarcely a mail—passes without its inquiries, its orders, its expressions of appreciation of the Service.

AND—foresighted Publishers are already thinking and acting in terms of the space they will use in this great Annual, to cash in on its unparalleled opportunities for telling National Advertisers and Agencies why THEIR papers can be used to advantage in covering these markets. How soon will you join them?

Full particulars on request—no obligations

EDITOR & PUBLISHER
Suite 1700, Times Building, Broadway and 42d Street,
NEW YORK

MARTIN NOTED EDITOR AND PUBLICIST

Late Editor Built Successful Hudson Dispatch from Dead Weekly —Had Long Career in Politics

In the death on July 20 of Thomas F. Martin, editor and publisher of the *Hudson Dispatch*, Union City, N. J., and Secretary of State of New Jersey, journalism in the New York metropolitan area loses a striking figure. Taking over a bankrupt weekly newspaper in 1901, while himself without resources, Thomas F. Martin quickly converted the Hudson Dispatch into a successful daily newspaper.



THOMAS F. MARTIN

While it is true that Mr. Martin's political interest and achievements in recent years tended to eclipse his journalistic accomplishments in the minds of many, he was a much more able and intelligent editor than was generally realized.

Born in Hartford, Conn., on Jan. 30, 1858, Mr. Martin moved with his parents to Vermont in early youth. At seventeen he owned his own newspaper in Rutland. Seeking a wider field, he came to New York in 1898, crossed on the ferry to Hoboken, and came up to the town then known as Union Hill, now a part of Union City.

Unable to find an opening as a reporter, he took a job as printer on the Hudson Dispatch. Three years later the struggling weekly, which had been edited by John T. O'Brien, died. Mr. Martin, a twenty-two dollar a week reporter, with a wife and three children to support, assumed ownership. All he had to offer for the property was a promise to pay for it out of the prospective earnings.

He kept his promise. Within a remarkably short time, the Dispatch became an afternoon daily.

In 1912, Mr. Martin determined to enter the morning field.

Meanwhile the influence and power of the Dispatch had been increasing, and in 1912 Mr. Martin, then assemblyman in New Jersey, dared to give battle to Woodrow Wilson on the issue of the gubernatorial nomination. Mr. Martin's candidate, James F. Fielder, won the nomination and election after the Dispatch had brought Wilson to practically ask his candidate to withdraw.

Mr. Martin was "marked, labelled and remembered" by Wilson, who seldom forgot an animosity. Yet Mr. Martin's ability was so widely recognized that he later became one of President Wilson's advisers. In 1915, Mr. Martin was appointed Secretary of State for New Jersey.

Probably the greatest victory of Mr. Martin's life, both journalistically and politically, came when he succeeded through the strong influence of the Dispatch, in bringing about consolidation of two of the seven towns in North Hudson County.

In 1904 the Dispatch had endeavored to bring about the same result, and met with a failure that would have disheartened a less determined man. Fighting the prejudice of generations, the Dispatch continued the battle alone. In 1924, after 20 years, the initial victory came with the uniting of Union Hill and West Hoboken into Union City.

As editor, Mr. Martin deservedly won the respect and admiration of all his fellow workers. One reporter who developed tuberculosis two years after joining the Dispatch staff, still draws his full salary, 18 months later, although forced to live in the mountains. The widow of a hunchback reporter who died in 1924 continues to draw her husband's salary each week at the Dispatch office.

Numerous officials and dignitaries, among them Gov. A. Harry Moore of New Jersey and U. S. District Judge William Runyon attended the funeral as honorary pall-bearers. Mr. Martin's body was interred in a mausoleum in Union City.

Obituary

FRANK C. BIRDSALL, 70, for 35 years secretary and treasurer of the Denver Typographical Union, was found dead recently in his apartment. Death was caused by heart disease.

E. POTTER HALL, for a decade a member of the *Spokane* (Wash.) *Spokesman-Review* editorial staff, died at Conkling Park, Idaho, recently after a long illness.

ARTHUR C. PARKER, treasurer of the Boston Newswriters' Union No. 1, and an old time Boston newspaperman who was connected with the *Boston Post* as reporter for the past 20 years, died at his home in Roxbury, Mass., last week. He formerly was employed on the old *Boston Journal*.

MIECZYSLAW S. DUNIN, 59, editor of the *Toledo American Echo*, died of heart disease at his home in that city this week.

JOHN R. HESS, 67, for 35 years an editorial and special writer and photographer for the *Providence* (R. I.) *Journal and Evening Bulletin*, died in Providence, July 17.

CHARLES H. HOWLAND, 66, for 20 years an editorial writer on the *Providence* (R. I.) *Journal and Evening Bulletin* and for 24 years recording clerk for the House of Representatives in Rhode Island, died recently in Providence.

ROGER W. FOSTER, 24, telegraph editor of the *Springfield* (O.) *News*, died of pneumonia this week after a short illness. He was formerly night editor of the *Cleveland Times*.

CHARLES A. SCHIERLOH, 62, manager of the *Ottawa* (O.) *Putnam County Sentinel*, died suddenly of heart disease a few days ago. He had occupied virtually every position on the paper since joining it in 1880.

F. A. GORDON, 32, advertising manager of the *Albert Lea* (Minn.) *Evening Tribune*, died July 14, following an operation for appendicitis. He had worked on the paper four years.

WILLIAM B. WELLS, 81, veteran Michigan newspaper man, died this week in Greenville, Mich. Born in England, Wells went to Greenville at the age of 24, and ten years later started the town's first daily newspaper, the *Greenville Call*, which he managed until two years ago.

FRANCIS MARION SANDERS, 65, and for 25 years identified with Long Beach, Cal., newspapers in various editorial capacities, died last week. He started his career on the *Evansville* (Ind.) *Courier* as a boy. Six months later he became sporting editor, and when he was but 18 years old, was appointed city editor of the *Evansville Journal*. He was for many years connected with the staff of the *Los Angeles* (Cal.) *Times*. In 1901, Mr. Sanders went to work on the old *Long Beach*, (Cal.) *Tribune* as foreman of the composing room, and within two months became city editor. In 1906 he became city editor of the old *Long Beach Daily Telegram*. When the Telegram merged

with the Press in 1924 he was appointed librarian of the Press-Telegram.

AGENCY MAN DIES

Fred Gordon Hatcher, 60, head of the Hatcher and Young advertising agency, 508 South Dearborn street, Chicago, died July 17, at the age of 60, following an operation. He had been ill for two months. Mr. Hatcher was born in Lexington, O., and came to Chicago in 1886, when he was 20 years old. He was one of the founders of the firm of which he was president for 25 years. His widow, Mrs. Lydia Hatcher, and one son survive him.

EARLY MASS FOR PRINTERS

For the benefit of printers employed on morning newspapers an early morning mass is to be held each Sunday morning at 1:30 o'clock in Saint Colomba's church in Buffalo. No other New York state city outside of New York has such a service, it is said.

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.



America's Largest Evening Circulation and at 3c a copy

—gives you more on each count

The Miami Herald gives you—

- 15% more circulation—95% home-delivered;
- 58% more advertising to help carry your own;
- a wider audience among the more substantial Miami families;
- thus, more ready access to a market that demands more and more attention —that is growing more rapidly than any other in the world.

Facts easily verified.

The Miami Herald

"Florida's Most Important Newspaper"
Frank B. Shutts, Publisher.

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS

and

Baltimore American

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments of

- New York Evening Journal
- Baltimore Evening News
- Baltimore American
- Washington Evening Times
- Washington Herald
- Atlanta Evening Georgian
- Atlanta Sunday American

are combined with offices in New York—Chicago—Detroit

New York Office:

W. G. HOBSON, Eastern Manager
2 Columbus Circle
Telephone: Circle 5400

Chicago Office: F. E. CRAWFORD, Western Manager, 913 Hearst Bldg.
Detroit Office: FRANKLIN PATER, Representative, 1351 Book Bldg.

All under direction of:

JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL

NEW YORK STATE

Westchester County's

Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely by THE DAILY ARGUS

of

Mount Vernon

THE STANDARD STAR

of

New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninfated, liberal priced circulation productive of greater advertising returns at lower cost.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The World

Pulitzer Building, New York
Tribune Tower, Chicago

The DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the midwest

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

COX TRIBUTE TO MELLETT

(Continued from page 6)

die. He, and he alone, more than any citizen or any group of citizens in Canton, stood before them and the loot which was dragging their souls to the very gates of hell. What cruel men they must have been! Years ago, when the murder trials growing out of the Idaho labor troubles were being conducted, a confession was made by one of the guilty wretches who slew Governor Steunenberg. It ran in words substantially like these: "We followed the governor one evening to his home. As he went through the gate we saw two little children running towards him. We turned away. We didn't have the heart to shoot; we had to wait for another occasion. These little ones took from us the power or the courage to pull the trigger to kill."

In the shadow of his home, with his four little children asleep in their beds, Don Mellett was cruelly murdered. The pull of conscience which tempered the Idaho assassins had no effect in the present instance. No doubt the men who killed were professional gunmen. Authorities on criminal practices are convinced that on enterprises such as this, they drug themselves in order that they may be steeled against human emotions. These drugs, perchance, were brought to Canton by the very ring which has despoiled government and left in its path of misery strewn with unfortunate addicts.

Don Mellett was not a crusader bent upon adventure. He sought neither to exploit himself nor his newspaper. He discussed with me once how disagreeable an affair it was. He was moved purely by a sense of duty.

How foolish were the assassins and those who goaded them on! The taking of a single life in the present circumstances is of no avail. When a general falls at the head of his army, the spectacle of his sacrifice moves his followers onward to increased devotion to the cause. The soul of Don Mellett will go marching on.

No one deserving of the name of citizen fails to know now that what Don Mellett said was so in Canton, is so. In fact, the conditions are even worse than pictured. The cruel deed of assassination is abundant evidence of that.

It is sad to think that his career ended as it did, in the very flower of his young manhood, and yet time will not be long in revealing that the aggregated results of his labors were stupendous. The significance of his death will be more generally commented upon later. That is the task of continuing days. Crooks, official and otherwise, have but made matters worse for themselves.

I am moved now by an impulse to pay a simple tribute to an honest, courageous, God-fearing public servant, because a newspaper publisher whose deeds match the meaning of the term is nothing else. He met all the requirements of fine citizenship. He deserves the joys of an im-

mortality into which he has certainly entered.

DONAHEY VOWS PUNISHMENT

Mellett's Murder Most Atrocious Crime in State's History, Says Governor

PHILADELPHIA, July 20—Governor Donahey, of Ohio, who came to the sesquicentennial here today to dedicate the Ohio Building pledged himself to the task of running down the slayer of Don Mellett, murdered publisher of the *Canton Daily News*.

"The State Government will leave no stone unturned," he said, "to see the ends of justice properly served and the man responsible for the crime be made to expiate the wrong doing."

"It was one of the most atrocious crimes in the history of Ohio and the entire commonwealth is aroused. I am much upset. I knew Don Mellett personally. He was a fine chap and his death is the most regrettable thing I ever heard."

NATIONAL PRESS CLUB ADDS TO STATURE

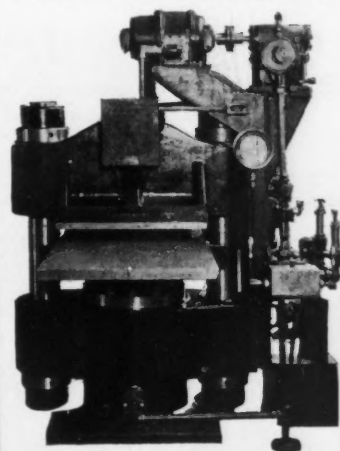
Special Legislation Permits Addition of 3 Stories to Original 11—New Preferred Stock Issue of \$1,500,000

By special act of Congress, the National Press Club's new building in Washington will be permitted an additional height of three stories over the regular structural limit in Washington and the plans have been changed to provide a 14-story building. The old plan was for an 11-story building. To build this additional height a new issue of \$1,500,000 of 7 per cent cumulative preferred stock has been offered. This issue is also designed to consolidate all junior financing into a single security issue, retiring two existing junior trusts aggregating \$950,000.

The stock issue, according to the directors' announcement, represents an actual increase of only \$550,000 in liabilities against the property, while providing an increase in physical assets estimated at \$1,760,000 due to the larger rentable area.

Members of the club this week received the prospectus of the altered building and an opportunity to subscribe for the new stock.

BIROTADRUCK



HYDRAULIC MATRICE PRESS

Direct Pressure Under Complete Control. Fast, Positive, Non-Vibrating Hydraulic Operation. The first successful hydraulic matrice moulding press to be introduced into this country. Birotadruck Presses are now in operation on the plants of the New York Times (3 presses), New York Herald-Tribune (2 presses), Boston Globe, Cleveland Press and Dallas News.

AMERICAN BIROTADRUCK CO., Inc.
120 West 42d St., New York City

NORTH CAROLINA PRESS IN SESSION

150 Meet at Hickory with Mercury at Century Mark—S. N. P. A. President a Speaker—Agency Suit Discussed

(By Telegraph to Editor & Publisher)

HICKORY, N. C., July 22.—The North Carolina Press Association, with the thermometer hovering near the century mark, plunged into a heavy program today after an opening session last night. The publishers more than 150 strong, heard the annual president's address by J. W. Atkins, publisher of the *Gastonia (N. C.) Gazette*, a discussion of newspapers as public utilities by John A. Park, president of the Southern Newspaper Publishers Association and publisher of the *Raleigh (N. C.) Times* and an address by Galt Braxton, publisher of the *Kinston Free Press*, on the fight for agency commission rights before the Federal Trade Commission.

The convention opened last night with an address by Dr. Forrest J. Prettyman, Chaplain of the United States Senate during the Wilson and Roosevelt administrations. He declared that war clouds hovered over the world, paid high tribute to Woodrow Wilson and expressed the opinion Wilson's League of Nations, if adopted would have prevented great troubles now menacing civilization.

Mr. Braxton declared if the fight before the Federal Trade Commission is lost the entire business structure of newspapers would have to be made over. His address was delivered in executive session.

The Separk prize for the best newspaper work in the state during the year and the Savoy Cup for the best weekly paper were to be awarded at tomorrow's session.

The matter of a permanent full-time secretary for the organization also was to be considered Friday.

MICHIGAN

is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS

cover Michigan outside of Detroit—Eight principal cities with the only or leading Newspaper in its respective community.

- The Grand Rapids Press
- The Flint Daily Journal
- The Saginaw News Courier
- The Kalamazoo Gazette
- The Jackson Citizen Patriot
- The Bay City Times Tribune
- The Muskegon Chronicle
- The Ann Arbor Times News

National Advertising Representatives

- I. A. KLEIN J. E. LUTZ
- 50 East 42nd St. Tower Building
- New York City Chicago, Ill.

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

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

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr. GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
E. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

VIRGINIA WEEKLY MERGER

The *Valley Virginian*, a weekly newspaper published at Waynesboro, established in 1896 by Col. J. E. Cooke, has acquired the subscription list of the *Waynesboro Times* and will, in the future, be edited by Louis F. Jordan, Waynesboro lawyer, with Miss Marion Cooke, daughter of the founder, as local editor. J. Taylor Collins, formerly editor of the *Times*, will enter the service of the *Virginian* as an advertising representative.

NEW LIBERTY EXECUTIVE

Nelson R. Perry has been appointed advertising manager of *Liberty*, effective July 15, succeeding J. B. Linder, resigned. Perry joined *Liberty* in November, 1924, as Eastern advertising manager. Previous to that time, he was connected with the New York office of *Saturday Evening Post*.

EDITOR & PUBLISHER—everyweek—\$4 a year.

If Quality

of circulation is your first consideration

The Evening Star

With Sunday Morning Editions Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St. Dan A. Carroll
Chicago Office—Tower Building J. E. Lutz

first! in OHIO

11,492,383 Lines

Dispatch advertising record for the first six months of 1926, exceeding other Columbus newspapers combined by 1,665,911 lines. In 1925 the Dispatch published 21,544,376 lines, exceeding second largest Ohio newspaper by 2,648,383 lines.

NET PAID CIRCULATION

CITY 55,812
SUBURBAN 26,973
COUNTRY 23,666

Total Daily Circulation.....106,451

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the *New York Evening Graphic* vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the *New York Evening Graphic*.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the *New York Evening Graphic* offers the advertiser an extremely profitable opportunity.

Published by **BERNARD MACFADDEN**

NEW YORK EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

Buffalo, The Wonder City of America

Buffalo—A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Tribune Tower
New York, N. Y. Chicago, Ill.
Atlantic Bldg. Waterman Bldg.
Philadelphia Boston

WHAT OUR READERS SAY

MR. BARRON SPEAKS

To EDITOR & PUBLISHER: I regret that you have such a poor opinion of the editors and publishers of the middle west as is indicated by your recent comment upon my offer to certain papers of a 300 line advertisement of the works of Emanuel Swedenborg to follow the publication of an abstract of my recent article in Henry Ford's Dearborn Independent on Galli-Curci and Swedenborg.

For more than 50 years I have understood that newspapers had editors and also publishers; that the business of an editor was to edit, and that the business of a publisher was to serve his elected clientele in the field of advertising, news and comment. I see nothing blameworthy in anybody offering both reading matter and advertising matter for publication. But it seems that you hold, as do some narrow-minded publishers, that it is all right to offer matter for publication, provided there is no possibility of advertising connection, and that the moment advertising appears on the horizon everything in the reading line, news line and editorial line must be judged or measured by the advertisement—just as you measure it—so many inches of agate measurement advertising, and so many inches of reading notice advertising.

In this view editors are permitted no jurisdiction concerning any matter where there may be advertising.

I believe I have had more than 50 years' experience in reporting and publishing, and I think nobody has kept a straighter line of demarcation between news and advertising.

I have never hesitated to give columns of news presentation, valuable to advertisers, and without compensation or prospect of compensation, provided the matter was serviceable or useful to my readers.

If it was not serviceable or useful to my readers the matter was referred to the business and advertising departments. It may interest you to know that I sold the article on Galli-Curci and Swedenborg to the Dearborn Independent and received handsome check therefor. I thought I had discovered something that might be as interesting to other people as it was to me; that a woman could do what I had never known a man to do—master 32 volumes of Emanuel Swedenborg in a few months. The Dearborn Independent asked for photographs which I reluctantly furnished, because I did not think that my face was worthy to appear in such company.

I pride myself on being a first-class reporter; editing and publishing are secondary matters. But Emanuel Swedenborg was the greatest reporter that ever lived on this planet. He reported practically all the sciences in this world, and then for nearly 30 years he reported concerning the other world, or the world wherein is revealed all the causes in creation.

Of course I understand that the great world movements are rarely at their beginning in the newspapers.

I do not imagine that the Work, or crucifixion, of Jesus the Christ was reported in the news of the day either at Rome or Athens. The revelation of Emanuel Swedenborg concerning all the causes in creation was published by himself in the Latin tongue and placed in the libraries of the world. It has taken 150 years to dig out this revelation and make clear translation into English.

The trustees finished the so-called Rotch Edition translation about 30 years after it was begun, and arranged for publication by the Houghton, Mifflin Company in 32 volumes some years ago.

The problem of how to get this revelation before the public has been a serious one. A million dollars in display advertising might accomplish little; but if the subject of Swedenborg's Works should come interestingly into public view, several thousand dollars in my judgment might be usefully spent in presenting the titles and some description of Swedenborg's Works by advertisement.

My article on Galli-Curci and Swedenborg created considerable interest, and was published in many papers over the country. Mr. Ford's paper does not accept advertising, but wherever this article reappeared or the subject of Galli-Curci and Swedenborg was under discussion, as by Prof. Garrett Service in the Hearst publications, I ordered the advertisement of Swedenborg's Works sent to those papers—with the sole idea of following up interesting publicity with informing advertising.

I doubt if you, Mr. Editor, or anybody else could take exception to this procedure. Then it was suggested to me that I should not confine my advertising to the papers in the larger cities.

A study of the movement of population over some years has convinced me that the real

thought of this country in the future will arise in the west and not the cities of the east. I therefore accepted a suggestion to make an abstract of my article and send it throughout the west for such papers as wished to publish either this or the full article, to be followed by informing advertising. I have not money enough nor can I earn money enough to put a 200-line advertisement in all the papers of the United States. But it was estimated that some 10 per cent of the smaller newspapers of the country might see their way to give some publicity to my article.

Many more than this number of papers have accepted my proposition, which is not, as you represent it, a proposal either to cut rates or bribe publicity.

Editors and publishers select what they want to publish, and wherever there is publication in that line I propose to follow it with advertising.

The basis of your complaint is that the whole matter is pure advertising, which it is not. The newspapers publish sermons and articles upon religious and theological subjects with no thought of advertising, because neither churches nor ministers can afford to pay for the publication of sermons or religious discussions. Neither can one afford to advertise the Works of Swedenborg as I have proposed to advertise them except when public attention is called to the position of Swedenborg either in the domain of science or revelation.

The only alternative is not to advertise at all lest the publishers take exactly the view that you take, that it is an offense to tender advertising in conjunction with matters of public interest.

I have no expectation that with the expenditure of \$50,000 or more I can sell \$10,000 in gross value of the books of the Rotch Edition of Swedenborg, but I have hoped that by spreading the record of Galli-Curci in respect to Swedenborg and following it with an advertisement concerning who Swedenborg was, and what his books are, there will be a few hundred people, and in time a few thousand who will thereby find the light and joy that thousands within the Christian churches have already found in an understanding of the internal sense of the Bible.

CLARENCE W. BARRON.

Editor's Note—Whether Mr. Barron offered his advertising and publicity to the newspapers with consideration of the right of "editors to edit" our readers may best judge by his letter, dated June 19, 1926, broadcast to publishers of newspapers in the Middle West. That strictly business proposition read as follows:

"To THE PUBLISHERS: 'The enclosed article originally appeared in The Dearborn Independent, and by courtesy of its publishers I am now able to offer it to you.

"It is meeting with wide acceptance and commendation by the metropolitan newspapers, and I know it will appeal to your readers.

"As I say in my article, I am interested in advertising to the public the value of Swedenborg's works, and the publishing by you of this article entitles you to the insertion of the ad in your paper. Proof of the article and the ad are enclosed.

"The attached post card properly filled in and returned will cover the ad insertion, plate or mat of which, together with the news story, will be sent to you.

"Please mail this card to me promptly.

"This and any further advertising should be billed to Dorenius & Company Advertising Agency, the Wall Street Journal Building, 44 Broad Street, New York, of which agency I am also president.

"C. W. BARRON, Publisher.

"P. S.—Please send to me personally at 'The Oaks,' Cohasset, Mass., two copies of the edition in which you make use of the Galli-Curci article."

The card referred to was as follows:

"DEAR SIR:

"Pursuant to your offer, send me the 23-inch advertisement, 'The Most Wonderful Book in the World,' which I will run at per inch less agency discount

"In consideration of the above, send me at the same time the Galli-Curci article free of

cost, which I will insert without additional charge.

"Furnish
"[] Mats [] Plate.
"("Check Which)
"Publisher

The advertising was being offered as a business matter, not as a piece of altruism in which editors would be interested, as Mr. Barron now contends. The contract made the advertising contingent upon the publication of the article. It was an integral part consideration. Unless the editor agreed to give his news columns the business office could not have the advertising. Mr. Barron's letter to EDITOR & PUBLISHER, published herewith, is largely about education, religion, ethics, experience, etc., which are issues wholly beside the point. Editor & Publisher has been discussing a business proposal which Mr. Barron made to newspaper publishers on June 19.

While it is obvious that Mr. Barron has acted ill-advisedly and is all twisted in his second thoughts of the subject, perhaps being indignant that we published the matter at all, the fact is revealed that he is not in the book business, but is promoting an interesting educational movement, and Houghton Mifflin Company are to be congratulated in having so vigorous an exponent in view of the business facts in relation to the publication of Swedenborg's books, as stated by Mr. Barron. Leave it to Mr. Barron to "start something."

In our humble and faltering way we beg to suggest that the way to address editors is to address them. If it be "narrow minded" to object to advertising contracts which force the publication of publicity on any subject, we must confess that we are sharp to a razor's edge. The way to advertise in newspapers is to advertise. Mr. Barron will find, by slight investigation, that newspaper advertising is not nearly so expensive as he believes it to be. He talks about a "million dollars" for display advertising. For \$25,000 he can buy the 200 lines of space that he is talking about in all of the daily newspapers of the land.

Mr. Barron made a poor business proposal to newspaper publishers, as we pointed out. That some have accepted it means nothing—we knew some would. In view of the facts it is scarcely sporting for Mr. Barron to now represent that his offer was "both reading matter and advertising." It was reading matter no advertising. We value the Old Master's zeal for a subject close to his heart, but our offer of 100 shares of Nutmeg, pf., still stands for the advertiser who will get a similar contingent advertising contract with the Wall Street Journal.

AUTOMOBILE CASUALTIES

To EDITOR & PUBLISHER: Returning from my vacation, I hastened to read the accumulated

creating Impression!

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it exclusively.

The Plain Dealer

ONE Medium—ONE Cost (ALONE) Will sell it

J. B. Woodward 110 E. 9th St. New York Woodward & Kelly 360 E. Mich. Ave. Chicago

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 Philadelphia Chicago Cleveland Detroit New York London Paris Florence Portland Kansas City San Francisco Los Angeles Seattle Portland

"Buy What You Can Use"

HALF A STATE COMPLETELY COVERED at one Combination Rate EVENING COURIER POST MORNING Two Great Newspapers—Published at Camden, N. J. National Representatives STONE, BROOKS & FINLEY

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

copies of the EDITOR & PUBLISHER, and was so interested in the editorial you carried last month about the importance of playing up news about auto accidents that I am writing to ask your permission to circulate reprints of that article in our clip sheet.

I feel there are too many editors who are content with merely publishing reports about accidents, instead of pointing out that accidents don't just happen but are caused, and the elimination of these causes will prevent the fatalities that follow. Surely no paper can do a greater duty to its supporters than to show how accidents are caused and how they can be prevented. For instance, thousands of drunken drivers try to operate machines, usually with sad results. A campaign against the drunken driver is something that any newspaper can conduct.

Your attention is called to the fact that this institution is not interested in trying to boost the products of any industry, corporation or individual but, like the American Red Cross, National Association of Credit Men, Boy Scouts, etc., is supported by thousands of members and affiliated community safety councils. We are now engaged in an effort to raise a million dollar fund for an intensive nation-wide campaign to prevent accidents on the streets, in public places and at home.

A. A. MOWBRAY, Director of Publicity, National Safety Council.

DOMINANT! in Pinellas County, Florida Daily News ST. PETERSBURG'S PICTURE PAPER Owned by Frank Fortune Pulver Edited by Major Alfred Birdsall America's Biggest Tabloid Florida's Fastest Growing Newspaper To be assured of Complete Coverage— USE THE NEWS Represented by GEORGE B. DAVID COMPANY NEW YORK: 110 East 42nd Street CHICAGO: 1010 Hartford Building

MERCHANT & EVANS CO. PHILADELPHIA Producers of SPARTAN TYPE METAL Since 1866 LINO • MONO • STERO INTERTYPE COMBINATION Stocks in Principal Cities

GRAVURE SECTIONS PRINTED SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK Standard Gravure Corporation LOUISVILLE KY

OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

A PRAYER for editors concludes the article with which Wilbur M. White, managing editor of the *Toledo Times*, opens the *Ohio Newspaper* for July. His article deals with the "well of English, pure and undefiled" in general and with the newspaper bucket in particular.

Mr. White has no use for the editor or reporter who pilfers the phrases of the man-about-town, the tricky expressions of the theater, or the "sharp cracks" of the college "chap." He is perfectly willing that the infinitive should split like the amoeba—at its own will. But he does pray that editors may be delivered from writers who believe that pomposity and ponderousness are necessary to hold up big ideas.

Another article is a survey of the community weekly in Ohio. It won for its author, Ralph Louis Peters, the Robert F. Wolf Journalism Honor Medal awarded by the Department of Journalism of Ohio State University.

Mr. Peters, who by the way is now on the staff of the *Columbus Dispatch*, outlines the field of the country press, shows how it dresses up the news, handles its news departments, makes a plea to keep the editorial page free from "the inane palaver dumped upon it by the campaign headquarters," discusses suitable features, touches upon the subject of advertising, and concludes with a summary of plate matter used. Although Mr. Peters says he is going to dismiss the subject of advertising with little comment, that section of the survey is one of the most practical.

The Department of Journalism at Ohio State University publishes the *Ohio Newspaper* ten times a year in the interests of newspaper making in Ohio. It is sent free to all Ohio newspapers—others pay two dollars a year.

In the *Kodak Salesman* for July is a little article about a hookup with newspaper advertising. It prints four maps and under each it lists the various newspapers in that territory to be used on a certain date by the Eastman Kodak Company.

The suggestion is then offered that the full page advertisement be cut from a listed newspaper, stuck on a stiff mount, and used as a window trim described somewhat in detail on another page of this house organ. For some reason, house organs are paying more attention to dealer-co-operation with newspaper advertising.

An editorial in the *New Republic* for July 21 deals with the sale of the *Kansas City Star*. The first part of the editorial, treating as it does the conditions of the sale, may be skipped. The concluding paragraph, however, is one of criticism and comment not only of Col. Nelson but also of Munsey and Lawson "who have in the recent past shown an extraordinary lack of public responsibility and vision in disposing of their properties."

The editorial concludes:
All three men made large public gifts in their

communities, ignoring the obvious fact that the continuance of a good newspaper is of infinitely greater value than additional contributions to art museums or charities. From time to time there is some debate among newspaper men as to whether journalism may properly be called a profession. We should like to hear the views on that subject of some of the Munsey, Lawson or Nelson editors who still face or have barely escaped the prospect of being, in Arthur Brisbane's phrase, "sold with the plantation."

AN excellent text for college classes in advertising may be found in "Advertising, Its Problems and Methods" (D. Appleton & Co.) by John H. Cover. As a matter of fact, the text is an outgrowth of the author's work in teaching at Columbia University and at the University of Denver. At the latter institution he is professor of Statistics and Marketing and director of the Bureau of Statistical Research in the School of Commerce, Accounts, and Finance. The volume is a rather remarkable survey of the whole field of advertising.

The volume opens with an introductory chapter "Market Analysis as a Basis for Advertising" by Percival White. This chapter lets the student see the relation of advertising to marketing. Other chapters show how the advertising department and the advertising agency function in a practical way. The subsequent chapters then go into detail of actual practice and deal with slogans and trade marks, containers and packages, attributes of good copy, display and layouts, illustrations, type and paper, choice of media, and advertising aids for the dealer. Emphasis is put upon preparation of copy and the analysis of media.

At the end of each chapter practical problems are suggested for the student. These problems make the text even more valuable for classroom work. Indeed, the author frankly admits that the laboratory is the most efficient teacher. That the author himself is a good teacher is shown by his choice of illustrations to supplement the text. Indeed, it is no reflection upon the text proper to say that these illustrations are nearly as helpful as the pages contributed by the author. The frequent footnotes indicate that the author has availed himself of about everything that has appeared in type about advertising.

The style of the author is so direct that his volume is an excellent one to recommend to local merchants who pre-

pare their own copy. He is to be congratulated upon keeping to his text of problems and methods and not wandering too far into the field of theory.

One wonders why the EDITOR & PUBLISHER was omitted in the appendix which lists the periodicals dealing with the subject of advertising. This omission is the more noticeable because of some of the periodicals that are mentioned by name. But this is another story—as Kipling would say. Professor Cover on the whole has "covered" his subject well.

FORTY years ago, on July 3, 1886, to be specific, a group of persons stood around a queer looking machine in the composing room of the *New York Tribune*—then in the heart of old Newspaper Row. This machine resembled in a way a small pipe organ. At the key board sat a man with his shirt sleeves rolled up. He touched a key and a small metallic object slid down a brass tube. He touched other keys with the same result. He then shifted a lever and out came a shining line of type. The man at the key board was the inventor of the machine, Otmear Mergenthaler. The man who stood the closest to the machine was the editor of the *Tribune*, Whitelaw Reid. Indeed, it was Mr. Reid who gave the machine its name—the linotype.

These and other interesting facts about the machine may be found in an article published in *The Linotype News* for July. I have no desire to give any free advertising to the Mergenthaler Company, but I was tremendously interested to learn in how many different countries the linotype may be found today and to be informed in how many different languages the linotype is setting copy. I was somewhat surprised when told how extensive was the use of the linotype on ship board and elsewhere.

The article in *The Linotype News* pays a fine tribute to Whitelaw Reid, a national figure in American journalism. His able and brilliant work as ambassador to the court of St. James has detracted some from the position he once held in American journalism. At the

time he gave the name to the linotype he was a national figure in the newspaper world. Through his public speeches he was interpreting journalism to the American people. This service by Mr. Reid is too often overlooked by those who recall him only in a diplomatic connection.

END "BUY BRITISH GOODS"

Rotary Protest Brings British Decision for New Post Mark

Following a protest by the Rotary International the British Postmaster General has decided that the present postage stamp cancellation mark "Buy British Goods" shall in future be replaced by commercial and revenue-producing advertisements. Rotary International pointed out, in a letter to Sir W. Mitchell Thomson, the Postmaster General, that the "Buy British Goods" slogan had the reverse of a good effect on international friendly relations when it appeared on letters sent to the United States.

Wheeler-Nicholson, Inc. Complete Feature Service

Wire us for samples and prices of the
Largest, Most Original
Most Artistic and Finest

blanket feature service on the market, which includes IVANHOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.

Wheeler-Nicholson, Inc.
Malcolm Wheeler-Nicholson, President
373 4th Ave., New York City

E. F. S. Editors' Feature Service

Over 70 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.

Six Pages Daily
Illustrations in Mat Form
Write or wire for samples, price and territory.

Editors' Feature Service, Inc.
1819 Broadway, New York
Allied with Johnson Features, Inc.

Among The Newspapers Publishing Constance Talmadge's Flapper Series

Chicago Journal	Philadelphia Sun
Detroit News	Buffalo Times
Toledo Blade	Louisville Courier J'I
Omaha Bee	Oakland Post Enquirer
Peoria Star Journal	Memphis News Selmiter
Newark Jersey Transcript	

Why Not Join This List of Papers
Wire for Terms and Territory

COSMOS NEWS PAPER SYNDICATE INC.
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert S. Houston, President and Editor-in-Chief	Myles F. Lasker, Vice-President and General Manager
---	---

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

THE PARTLOWE PLAN CAMPAIGN.
IT IS KNOWN BY ITS ACHIEVEMENTS
IN CIRCULATION BUILDING

Results Count

CHARLES PARTLOWE & CO.
6th Floor Occidental Bldg
INDIANAPOLIS IND.

Traveling with Gillilan

A series of letters by this well-known humorist, covering a six weeks' trip to Europe—illustrated with sketches by the author.

The International Syndicate
Baltimore, Md.

DAILY PUTS PUBLICITY PICTURES TO WORK

Rochester Times-Union Builds Series of Six Full-Page Ads Paid For by Local Merchants, Using Photos of Stage Stars

Publicity pictures of stage stars appearing at a local theatre, usually printed free by newspapers on the alleged grounds of reader-interest, are being put to work to earn money for the Rochester (N. Y.) Times-Union.

Local merchants and the theatre management are paying for a series of six full-page advertisements using the photographs of stock company players at the Lyceum theatre of Rochester, played up in regular picture page lay-out. Promotion for the stores is carried in the picture captions. The actors and actresses display merchandise that these stores carry.

The small-type caption of one picture, for example, reads:

"Miss Rosamond Pinchot of the Lyceum Players displaying the last word in golf outfits from the sporting goods store of RUDOLPH SCHMIDT & COMPANY at 43 South Avenue, where one will find one of the most complete stocks of Sporting Goods and Radio. Sport hat courtesy of THE KATHRYN SHOP."

Eight stores co-operated in purchasing the full page of July 10, which ran under the general heading of "Summer Fashions."

The campaign, according to E. P. Gosling, advertising manager of the Times-Union, includes three pages of men stars and three pages of women stars. It is running through this month and will continue through August.

The plan was worked out jointly by the manager of the stock company and a member of the Times-Union advertising staff.

"It appealed to us as not only a good promotion stunt for the stock company, but also in the way of advertising for our stores which would be decidedly beneficial," Mr. Gosling said.

"Our merchants have expressed themselves well pleased with the initial page published."

A NEW "DIGEST" PLANNED

Virginia Publication Will Quote Opinions from Press and Public Leaders

Publication of the *Virginia Digest*, a weekly paper, quoting the opinions of the Virginia press and views of prominent Virginians on current topics, will be begun within the month from the plant of *Crawford's Weekly*, at Norton, Va. A Richmond office will also be maintained.

Issued as a tabloid, the publication will use many illustrations. In addition to a digest of topical editorial comment and statements by public men in the state, there will be published articles on various phases of Virginia life, some reprinted from other publications, but most written exclusively.

An editorial page will be conducted for the interpretation of Virginia news, the expression of liberal opinions, and the criticism of books by Virginia authors.

CLUB IN NEW QUARTERS

Chicago Press Organization Moves to Hotel Claridge

The City Press Club of Chicago is now housed in its permanent headquarters in the new fourteen-story Claridge Hotel at 1244 North Dearborn street.

The club-hotel was built especially for club purposes, and has every club facility including exclusive club headquarters, dining rooms with allnight service, a roof garden, a swimming pool and gymnasium, a handball court, a library, and midnight entertainments every night, with dancing.

The Press Club Rodeo, a revival of the old Press club days, was held at the hotel July 17. Stars of the leading shows in Chicago furnished the entertainment.

"PROFESSOR F. P. A.!"

Bard of N. Y. World's "Conning Tower" Teaches Journalism Rule

Franklin P. Adams, widely known as F.P.A., conductor of the column called "The Conning Tower" in the *New York World*, turned professor, July 15, to teach reporters an important rule in journalism. In his column he wrote:

For years this column has tilted at those busy windmills, the city editors of New York City, in an effort to make their reporters tell readers one of the most interesting details of occurrences

of crime or accident. That detail concerns the approximate time of the happening. When a shooting or a motor car accident occurs, one of the things the reader wants to know is when it happened; he, or especially she, wants to know by how many minutes she missed it, or where she was when it happened. Tuesday afternoon there was a shooting near the corner of Fourth avenue and 21st street. All yesterday's papers printed the story on the front page. The *Times* had it occur "yesterday;" the *Herald Tribune* "yesterday afternoon;" the *American* "last evening;" the *Daily News* "yesterday;"

and the *Mirror* "yesterday afternoon." The *World*, we are proud to say, told us that the shooting occurred at 4:20 P. M. This, we contend, makes the story far more interesting to everybody who was or might have been in that neighborhood within two hours of that time.

SPANISH EDITOR ATTACKED

Amado Gutierrez, editor of a Spanish-language newspaper in Del Rio, Tex., a border city, recently was assaulted and badly beaten by assailants in Pilla Acuna, Mexico, across the Rio Grande from Del Rio.

Supplies and Equipment

Modern Composing Room Furniture

as made by us will speed up production and reduce costs—a real saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO. TWO RIVERS, WIS.



Newspaper Conveyors

take the papers in a steady stream, as fast as the presses can deliver them, up, overhead, around corners, through a ceiling or a wall to wherever they're wanted for mailing or delivery. Eliminating waste and delay by their speedy, dependable operation they are profitable equipment for papers large or small. Newspaper plants from London to Tokio have been using them for years. Let us tell you how you can speed deliveries from your presses.

The CUTLER-HAMMER Mfg. Co.
Pioneer Mfrs. of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WISCONSIN
CUTLER-HAMMER

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.



Eliminates the Metal Furnace
The Monomelt Co.
4509-19 Ravenswood Ave.
Chicago Illinois
World Bldg., New York City

GOSS STEREOTYPING MACHINERY in Stock

Carried in Stock

Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Rebuilt GOSS & HOE PRESS BARGAINS

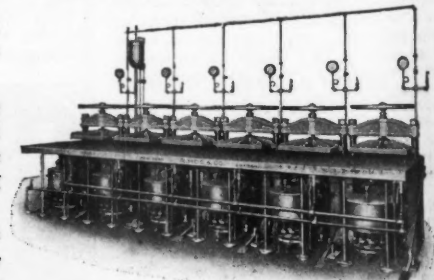
ALL TYPES SEND for LIST

THE GOSS PRINTING PRESS CO. CHICAGO - NEW YORK - LONDON

BATTERY OF SIX HOE PNEUMATIC MATRIX-DRYING PRESSES

With Independent Gas-fired Steam Generators.

The quickest and the most economical Presses for the moulding and drying of Matrices.



More than 800 in use

R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. also at 7 Water Street DUNELLEN, N. J. BOSTON, MASS.

INFLUENCE

The prestige of the advertising medium is often the deciding influence in the consummation of a sale.

Good products, introduced by strong copy, in the medium of greatest prestige is what makes sales for advertisers in

EDITOR & PUBLISHER

Employment—Equipment—Services

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

- 1 Time — .40 per line
- 2 Times — .35 per line
- 3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

- 1 Time — .60 per line
- 4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

Something Entirely New. Individual comic want ad strip for your classified ad pages. Weekly, semi-weekly, daily. Write for samples and cost, etc. Guido D. Jones Service, Quincy, Ill.

BUSINESS OPPORTUNITIES

Brokers

Rare Opportunity to Procure Splendid Publication—Population 15,000; exclusive field; modern equipment; circulation over 2,000; gross business \$25,000, net earnings 25 per cent; price \$18,000, half cash. J. B. Shale, Times Bldg., New York.

Western Pennsylvania Weekly, only paper in county seat of large county. Profitable business and splendid equipment. Available for \$21,500 on terms. Prop. 1450x. The H. F. Henrichs Agency, Litchfield, Ill.

Interest for Sale

Interest, carrying position of business manager; Oklahoma city of ten thousand; only daily in rich and fast growing city; salary commensurate with ability; applicant should have from five to seven thousand. Address A-612, Editor & Publisher.

Newspapers for Sale

If you have \$60,000 and want to double it in two years, read the quarter page ad on page 36.

Newspapers Wanted

Daily Wanted in small city, with future, by editor and a business manager. P. O. Box 382, Green Bay, Wis.

My Hunt for the One Owner or Publisher is still on. See Editor & Publisher of July 17, p. 51, under "Newspapers Wanted." My ad stood alone. A-659, Editor & Publisher.

Printing

Have Available for use of any kind of newspaper, complete modern newspaper plant. Will sell outright or make arrangements long time contract for printing of publication. Address P. O. Box 28, El Paso, Texas.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Build Circulation—Try our "Opportunity Club" Plan. Sherman & Eckert, 353 Northampton Street, Easton, Penna.

Any Newspaper can secure circulation and have their entire field canvassed at practically no cost. Let us put our plan before you now. The Albright China Co., Palmyra, N. J.

Equipment

Newspaper Display Racks—The Steel Co., Box 203, Palmyra, N. J.

EDITORIAL

Syndicate Features

New Brunswick Spokesman and Detroit World Graphic are the new customers this week. For samples of a live, alert, up-to-date service write The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Daily and Sunday Newspaper in Metropolitan City, overnight from New York, has excellent opportunity for live man in Advertising Department who can assist local retail merchants in merchandising problems, advertising copy and all forms of similar service. Salesmanship ability not entirely a requisite. This is not an advertising solicitor's position but a place for a man who can become valuable in the Advertising Department because of the service he can give to the retail merchant. Good salary for right man. An excellent opportunity for advancement with a leading newspaper. All communications will be held strictly confidential. The John Budd Company, 9 East 37th Street, New York City.

Daily Newspaper near New York City has opening on Display Advertising staff for good salesman; permanent position with good future; car required. State age, experience and salary. A-679, Editor & Publisher.

Experienced Newspaper Advertising Man wanted on leading paper, with circulation over 1,000,000, in middle western city of 240,000. Must be aggressive, practical copy writer and of clean moral habits. Married man preferred. Send complete details concerning your ability, references, sample of your work and salary expected. B-663, Editor & Publisher.

Live Wire, Capable, experienced newspaper man wanted to invest some capital and his services in a newspaper proposition in El Paso, Texas. Full details first letter. P. O. Box 28, El Paso, Texas.

Reporter Wanted—Middle aged man, thoroughly experienced, sober and accurate. Steady position. Apply A-652, Editor & Publisher.

We Have a Position Open for an advertising solicitor capable of developing and selling feature sections and special editions. The newspaper is leader in middle western city with over 110,000 circulation. Do not want a commission man. This is a straight salary proposition and man capable of filling the job can secure very fine remuneration. Send complete details of your ability, sample of work, etc. B-664, Editor & Publisher.

Situations Wanted

Artist-Cartoonist—Layouts and retouching, wishes change to smaller city where efficiency and ability are desired. Samples and qualifications gladly furnished. Now on large eastern daily. A-667, Editor & Publisher.

Assistant to Copy Man or in advertising department of newspaper or advertiser; or with advertising agency. Young man with four years' experience desires position with opportunity for advancement. B-662, Editor & Publisher.

Business Manager—Complete, well-rounded newspaper experience; 4½ years present position, gain over 50% advertising income; nearly 2½% increase circulation. Prefer city 20,000 to 75,000. Age, 35 years, college graduate, married, two children. A-674, Editor & Publisher.

Business Manager or Assistant to Publisher, now employed, seeks change. Experienced in accounting, classified and display advertising, circulation and all branches of newspaper work. Familiar with large and small cities. A-680, Editor & Publisher.

Circulation, Promotion, Business Manager, with excellent record on New York City daily newspapers; at present employed, desires to make connections in New York City with any size paper in field of promotion or improvement in any departments. A-675, Editor & Publisher.

Circulation Manager—Young man with over seven years' experience in circulation work and as circulation manager of morning and evening papers desires position as circulation manager. Excellent reasons for wanting to change. Is thoroughly familiar with all phases of circulation work. He knows the game and produces results. If you need this kind of a circulation manager address A-673, Editor & Publisher.

Circulation Man, young, experienced, seeks position. Roadman, crew manager promotion. A-644, Editor & Publisher.

Circulation Manager—Experienced in all branches of circulation work, and thoroughly competent. Seven years with The Des Moines Capital, three and half years with Canton, Ohio, News, and over year with the Butterick Publishing Company. Good record of increases at minimum expense. For particulars address L. T. Ward, 322 South Park, Columbus, Ohio.

Circulation Manager with twenty-five years' experience on morning and afternoon newspapers having circulation around fifty thousand, seeks another connection. Available in two weeks. A-677, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Classified Manager—Young man now employed, 24 years of age, married and with 5 years' experience, desires change. Has an exceptional record for procuring new business. Thoroughly experienced with all successful classified methods; also very familiar with Basil Smith System. Salary expected \$60 a week. Write A-658, Editor & Publisher, for full particulars.

Editor desires position country weekly; preferably New England or New York State. Experienced. Sam J. Banks, General Delivery, Cambridge, Mass.

Editor - Engineer—Will edit house organ, assist in the getting up of descriptive matter, write reports, booklets, or proofread. Three and a-half years' experience in editing department of magazine, and electrical engineer by profession. A-648, Editor & Publisher.

Editorial Writer; also syndicated features; considerable non-fiction—traveled, mature, married, dependable. Seeks change. A-642, Editor & Publisher.

Editor seeks location on Daily in New England States. 12 years' experience on daily and weekly publications. Qualified either for editorial or advertising work. Have iron-clad references from every former employer. Will come on month's trial. Address A-671, Editor & Publisher.

Editorial—Wanted: A position in the editorial department of a daily newspaper. I am a university graduate, schooled in newspaper work and capable of reporting, writing heads, and reading copy. Will sacrifice salary for practical experience. A-672, Editor & Publisher.

Expert Promotion Man, 43, with record of achievement, knowledge of human nature, indomitable will to succeed, seeks position. Circulation Manager or Promotion Manager anywhere. Not a cheap man, but a good one. A-657, Editor & Publisher.

Foreign Correspondent—Experienced man, knows Europe and South America well, has highest connections. Am 35, American citizen, write and speak 8 languages. Organized two services in Europe. Want to connect with American service. Would be able to handle and pay expenses on news exchange basis. Thoroughly familiar with all branches of foreign and pictorial service. A-669, Editor & Publisher.

General Manager—Some Newspaper Publisher in a city of 250,000 or more, needs a new General Manager. If you are that Publisher or Owner you can now get the man you want. He has brains, youth (33 years old) experience, ability and personality. A wire or letter addressed to A-539, Editor & Publisher, will bring him for an interview.

Managing Editor, 15 years' successful experience. Age 35, college graduate. Open for offer August 1. Metropolitan and small town experience. Capable executive, forceful writer, news and make up expert. Prefer daily in town of 20,000 to 200,000 where there is opportunity to build future for myself and paper. A-654, Editor & Publisher.

Managing Editor—Highly capable, 17 years, mostly editorial executive, on metropolitan newspapers, wants chance to build "second" paper on sharing basis. Would take paper on lease. Editorial executive now on New York City daily but not afflicted with New Yorkitis. Prefer West Coast paper. I'm married, 34, hard and intelligent worker. Have record of achievement behind and ahead of me. Highest references. A-646, Editor & Publisher.

News Man, 29, eight years in writing and assignment, available on two weeks' notice, to fill post as producer of fast, sound copy. Address A-670, Editor & Publisher.

News Editor—28, employed for last five years Sunday, telegraph and makeup editor on metropolitan dailies, desires similar position with wider scope of responsibility and opportunity. Would consider executive place on smaller daily. Salary must be adequate, but is secondary consideration. Am prepared to remain in present position until suitable opportunity is offered. B-666, Editor & Publisher.

Newspaper and Commercial Artist, experienced, wishes position with Syndicate or Newspaper. Write Earl S. Johnston, 5810 Holden St., Pittsburgh, Pa.

Pressroom Superintendent with several years experience in charge of metropolitan papers with large circulation, would like to make permanent connection with publisher who desires a well printed newspaper. Will furnish good references as to character and ability. A-676, Editor & Publisher.

Reporter—Young woman, university graduate with 3 years' newspaper experience desires reporting position in city of 500,000 or over. Excellent references. A-650, Editor & Publisher.

MECHANICAL

Equipment for Sale

Complete Newspaper Plant for sale. Included are five Intertype machines, 2 years old; monotype caster; Kötter 16 page press; Stereotyping equipment; 12 Trucks; plenty of type, etc. Address Muskogee News, Muskogee, Oklahoma.

MECHANICAL

Equipment for Sale

Duplex 8-page flatbed angle-bar press, complete, with 16 chases, for sale; in good condition; also Model C Intertype and Model 5 Linotype. Times, Okmulgee, Okla.

Duplex 8-page flatbed angle-bar press, complete, with 16 chases, for sale; in good condition; also Model C Intertype and Model 5 Linotype. Times, Okmulgee, Okla.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Mr. Publisher—Get our catalogue of hard metal display type, 18 to 48-pt, before you buy new machinery for your display problems. Hoosier Type Foundry, 607 Lafayette St., Fort Wayne, Indiana.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Corner Fendler Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

LEGAL

INTERNATIONAL PAPER COMPANY

New York, June 30th, 1926.

The Board of Directors has declared a quarterly dividend of Fifty Cents (50c) a share on the Common Stock of this Company, payable August 16th, 1926, to Common stockholders of record at the close of business August 4th, 1926.

Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Treasurer.

Newspaper Properties

Bought, Sold and Appraised. All negotiations confidential.

PALMER, DEWITT & PALMER

350 Madison Ave., New York
Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

WE WANT

Reporters
Copy readers
Advertising salesmen

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

DOLLAR \$ \$ \$ \$ PULLERS

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

AN interesting hot weather contest is that being conducted by the *Boston American* to determine "What New England Men Lie Most About." A cash award of \$15 is offered the woman submitting the best letter on the subject; \$5 for the second best letter, and \$5 for the third best. The wide variety of answers received make an interesting story a daily feature.—C. L. Moody, Quincy, (Mass.) *Patriot Ledger*.

Consult the tobacco wholesalers and jobbers of your city. Determine the number of cartons of cigarettes, boxes of cigars, pounds and cans of tobacco sold to your local dealers during the first six months of the year. The figures surpass even your most generous expectation and provide the body of a story that will attract the eye of every smoker.—Allen Sauters, Logansport, Indiana.

Now is a good time to go to your morgue and fish out the cuts of the local baseball players of yesteryear. They will make a very interesting daily feature under a head something like "Baseball in Reminiscence." In your accompanying article don't forget to tell where the player is located now.—Lewis Hyman, Logansport, Indiana.

A society editor on a Southern California newspaper has a working agreement with an ice cream manufacturing company whereby she is notified of all orders for large quantities of the confection. She in turn tips the company off to coming parties. It means scoops for both of them.—B. A. A., San Diego (Col.) *Sun*.

The police department can undoubtedly furnish you with some interesting data on local children who have been several times reported as missing. Most cities have at least two or three small children who are familiar figures to the police because of their frequent runaways. If obtainable, a personal interview with the kids themselves, run with the pictures, makes a good feature.—Cyril E. Lamb, 309 Ballard street, Ypsilanti, Mich.

"Chats with the travelers," is an interesting little daily feature now being run in the *Post-Times*. It is a series of short interviews with traveling salesmen found at the local hotels, business houses and other places, the subjects being varied according to who is interviewed.—B. A. T., Springfield, Ohio.

Telling about one's vacation to the stay-at-homes often furnishes a greater kick to the returning vacationist than the actual trip. Why not get up a local contest for the best vacation story of about 300 words, offering a small prize for the best letter, and printing excerpts from the good ones? This should create greater interest in your journal and give the vacationist public opportunity to gratify

COMPLETE WIRE REPORTS
FOR EVENING AND SUNDAY
PAPERS

International
News Service

"Get It FIRST but First Get It
RIGHT"

63 Park Row
NEW YORK CITY

a human desire ever since the days of Marco Polo to tell the stay-at-homes about his "wonderful" trip.—C. M. L., Seattle, Wash.

Who is the oldest lodge member in your city? He can tell you some interesting things about lodges and the sentiment towards lodges as it existed in the old days. The oldest church member in your city also should be the basis of a good story, at least a southern Indiana newspaper found this to be the case.—Yandell C. Cline, Columbus (Ind.) *Republican*.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

As an incentive to encourage thrift of the salaried or steady workers in your city, why not form, as did a Northwest paper, a "playtime" club, started by one of its reporters and wife, to show that by saving and placing money in safe investments from year to year, that retirement will come within a comparatively few years, leaving many years ahead for play. It was shown graphically by taking into consideration any insurance that would mature, with the average soldier bonus, and the owning of a home through monthly payments, that the saving years would not be many, before the playtime goal. Besides its real constructive value, such material can be made, with a human interest touch into excellent feature copy.—C. M. L.

What kind of a city would you have if all the prominent lawyers, doctors and merchants had realized their youthful ambitions? The city would be overstocked with clowns, policemen and acrobats, perhaps. This is not a new idea but treatment in the form of a single article would create interest.—A. C. Regli, Chippewa Falls, Wis.

Most housewives are good cooks. Still, there are a number who have but a scant knowledge of the business and there are still others who are always on the lookout for new recipes. Each of your women readers probably has a "pet" recipe that she is proud of. Invite the women to

Let Us Tell You

—about our plan of securing advertising from manufacturers, industrial plants, jobbers, wholesalers and other concerns in your city who are now spending their appropriations for other forms of advertising.

Let us explain how we can place this business in your paper regularly without selling expense to you.
WRITE—

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BRIGGS CO.
COLUMBIAN MUTUAL TOWER
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PICKING A WINNER

Success of St. Paul Congressional Candidate, Scalp for Twin Papers

While discussion was recently raging among the eight candidates in the Fourth congressional district, Minnesota, and while their seemed to be much angling for votes by candidates straddling fences, Melvin J. Maas, a youth of 28 summers, raised a sma' wee voice in the wilderness and offered himself as a prospect.

The *St. Paul* (Minn.) *Dispatch* and *Pioneer Press* heard the call. They also heard that the newcomer was not straddling fences on important issues; that he had a definite platform to offer the voters; that he was young, energetic and sagacious.

With editorials, features and pictures they stirred the political nest into one of the hottest campaigns ever waged in the district, and when the feathers again had settled, both candidate Maas and the twin papers were sitting atop of the heap. The returns showed Maas had whipped the field decisively. Mr. Maas promptly thanked the papers and admit-

ted that it was because of them that he had won out.

Mr. Maas has yet to go through the general election, but his sponsors claim the primary returns show that he is on his way to Washington.

Incidentally, this marks the twentieth time in recent years in which the *Dispatch* and *Pioneer Press* have come out victors in picking and backing candidates for major offices.

SHORT COURSE IN IOWA

The first linotype operators' short course at the Iowa State college under auspices of the technical journalism department of the college, was held this week with an enrollment of 25. The Mergenthaler Linotype corporation educational division staged the course which continued over the week-end. Thomas Knapp of Chicago, head of the division, was in charge. Sessions were held in the plant of the Collegiate Press, Inc., the printing plant owned by the student publications of the college.

"Such a Life"

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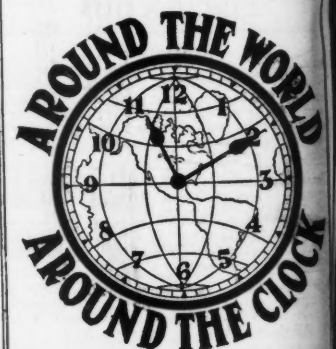
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Football Authority

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that lift the curtain on the
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—secret stuff, intimate
anecdotes, and a wealth of
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