



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, MAY 29, 1926

No. 1

Publicity Claims 80 Per Cent Cancer Cures For Dr. Koch's Secret Nostrum

American Medical Association Journal Attacks Veracity of Claims Broadcast for Newspaper Publication by Press Agent—Say Koch "Cancer Clinics" Planned for Many Cities

By MARLEN PEW

A CONSCIENTIOUS newspaper editor in the South recently submitted to EDITOR & PUBLISHER a free publicity handout from the Koch Cancer Foundation, 342 Madison avenue, New York, which was marked "for immediate release," and made the following assertions: "There are more than 4,000,000 in this country suffering from cancer and of these more than 100,000 will die this year." "Dr. Koch's antitoxin which has successfully cured more than 80 per cent of

operation. Since it is generally admitted that cancer operations, although alleviating the immediate affliction, do not cure cancer, you will see that the antitoxin which is simply an injection accompanied by a 20 weeks' treatment is a great boon to suffering mankind. Realizing this the Koch Cancer Foundation has announced that 20,000 cases will be treated without cost during 1926 and many of these are now in process of cure. The Foundation itself is composed of a number of well-known doctors, at least half of whom are Fellows of the American Medical Association.

While the newspaper editor was pondering this disarming statement of alleged fact the *Journal of the American Medical Association*, for May 8, threw a flood of light on the subject. According to this authority the American Medical Association has for several years been investigating Dr. William F. Koch's alleged discovery of an "antitoxin" and during that time has "been unable to learn of a single instance in which a case of unquestioned malignant disease has been cured by the Koch treatment." On the contrary the American Medical Association, according to The Journal, has received information regarding "individuals who 'promptly died' after taking the treatment."

In addition to the attempt by V. E. Scott to obtain for the Koch Foundation free publicity in newspapers the Koch "cure" is being advertised. For instance, a display advertisement signed by Dr. J. D. Tucker, of Meridian, Miss., conductor of a sanatorium there, makes this bold assertion: "This sanatorium will give you 80 to 90 per cent chance of being cured, considering all stages of the disease."

Who is Dr. Koch?

This question is answered by The Journal as follows: In 1918, graduated from the Detroit College of Medicine and Surgery. Previously had been an assistant in physiology and an instructor in histology in the University of Michigan Medical School. He had also been professor of physiology in the Detroit College of Medicine and Surgery. Less than a year after his graduation in medicine, Dr. Koch announced that he "had developed a real specific cure for cancer."

According to The Journal, Dr. Koch's thesis "seems to be that cancer is caused by a micro-organism resembling the spirochete of syphilis" and "it is claimed that he has developed a differential poison—"Koch's Synthetic Anti-toxin"—that will destroy the 'cancer germ' without injuring the host. His remedy has been described in one place as 'a synthetic chemical compound of very definite molecular arrangement' and in another place as a 'difficultly prepared synthetic structure, worked down on a recrystallization process'—two descriptions that make up in sonorousness what they lack in clarity."

Dr. Koch has for seven years kept the secret to himself, The Journal remarks, and then proceeds to detail evidence from the field concerning alleged failures of the cure. Three investigations of Dr. Koch's "cure" by the Wayne County (Detroit) Medical Society yielded unfavorable reports, the last including the statement that "in no instance have we found a case where the diagnosis of cancer was absolutely established and where no other form of treatment had been used in which a cure or any decided benefit had been obtained."

To obtain further evidence The Jour-

nal inquired by mail as to the results of known experiments with the "cure" and cites the following among other cases:

Mr. A., Michigan.—Wrote in February, 1924, that his sister was taking treatment for uterine cancer from Dr. Koch. Recorded in March, 1926, that his sister died in Detroit in April, 1924.

Dr. B., New York.—Had three patients who took the Koch treatment: (1) Woman with carcinoma of rectum; "received four injections, reactions were terrible. She did not improve but steadily became worse and died." (2) Elderly man with beginning cancer of stomach; was "given two treatments and promptly became worse and died." (3) A case

Dr. Frederick Dugdale, Boston Specialist

Skin, Blood and Nervous Diseases

RHEUMATISM, neuralgia, neuritis, lumbago, sciatica, rheumatoid, arthritis, gout, catarrh, epilepsy, goitre.

CANCER, TUMORS, pí. es. fistula and rectal diseases WITHOUT THE KNIFE.

EYE, ear, nose, throat, stomach. Consultation, Advice, FREE. Investigate methods of treatment. Lawrence office, 467 Essex St. FRIDAYS ONLY. Hours 2-4, 6-7.

Display advertisement which American Medical Association attributes to one of Dr. Koch's associates in the new cancer foundation.

hitherto hopeless cases, attacks both the infection and the cancer itself."

The conscientious editor, observing these statements, immediately turned his sympathies to the wretched cancer victims of his own community. Was it not his duty to make known to them that hope existed in the form of Dr. Koch's "antitoxin"? It was a secret formula, to be sure. Yes, it was being commercially exploited. The publicity activities of the "Koch Cancer Foundation" bore familiar earmarks, but the assertion that 80 per cent of cancer treatments by Dr. Koch's method had been successful was so positive that the editor's journalistic sense demanded that he give the "news" to his readers as a matter of duty.

As a precautionary measure, however, the editor started an investigation of the Koch Cancer Foundation. V. E. Scott, the publicity representative of the foundation, in reply to questions, made the following assertions: "The Koch Cancer Foundation is engaged in educating the public concerning the true cancer situation in this country. There are millions of cancer sufferers who are being exploited by various so-called 'cancer experts,' most of whom enjoy high standing in medical circles. There is a concerted drive to force cancer patients to be operated upon, etc."

"The Koch Cancer Foundation was established for the purpose of curing cancer sufferers by the use of the Koch antitoxin which has so far proved successful in close to 80 per cent of the cases treated. By using the antitoxin much suffering is saved the patient and its cost is infinitely less than that of an

CONCERNING KOCH PUBLICITY

V. E. Scott, "correspondent" of the Koch Cancer Foundation, gave this statement of its purposes and activities to the editor of EDITOR & PUBLISHER:

"I was glad to receive your inquiry regarding releases sent to the newspapers on behalf of the Koch Cancer Foundation. You ask for a statement of the facts concerning this material and I take pleasure in giving you the same."

"The Koch Cancer Foundation is engaged in educating the public concerning the true cancer situation in this country. There are millions of cancer sufferers who are being exploited by various so-called 'cancer experts' most of whom enjoy high standing in medical circles. There is a concerted drive to force cancer patients to be operated upon, etc."

"The Koch Cancer Foundation was established for the purpose of curing cancer sufferers by the use of the Koch antitoxin which has so far proved successful in close to 80 per cent of the cases treated. By using the antitoxin much suffering is saved the patient and its cost is infinitely less than that of an operation, etc. Since it is generally admitted that cancer operations, although alleviating the immediate affliction, do not cure cancer, you will see that the antitoxin which is simply an injection accompanied by a twenty-weeks' treatment is a great boon to suffering mankind. Realizing this the Koch Cancer Foundation has announced that 20,000 cases will be treated without cost during 1926 and many of these are now in process of cure."

"The Foundation itself is composed of a number of well-known doctors, at least half of whom are Fellows of the American Medical Association."

"If there is any further information desired I shall be pleased to forward it to you."

To Cancer Patients

There is a definite cure for cancer today. Dr. Everett C. Field, director of the Radium Institute of New York, said before the American Association for the Study and Cure of Cancer. The Cancer Association met in conjunction with the American Medical Association.

The compound described by Dr. Field was discovered by Dr. William F. Koch, of Detroit. Radium forms no part of the treatment, he said, but rather it consists of the use of chemicals which "appears to kill the cancer organism by making 'unsuitable the soil upon which the bacteria must thrive or possibly by a direct action upon the germ itself." Having spent 12 years in cancer research with radium, Dr. Field, declared he had found it along with X-ray treatment and surgery. "fitably inadequate."

This sanatorium will give you 80 to 90 per cent chance of being cured, considering all stages of the disease.

WRITE TO TUCKER'S SANATORIUM, MERIDIAN, MISS., FOR BOOKLET SHOWING PHOTOS OF CURED PATIENTS AND GENERAL DATA PERTAINING TO CANCER.

Tucker's Sanatorium

Dr. J. D. Tucker, Specialist Meridian, Miss.

Remarkable advertisement republished in Medical Journal, promising "80 to 90 per cent chance" of cancer cure. Dr. Everett C. Field is a Koch Foundation associate.

of auxiliary carcinoma received many treatments: "Ultimate result was the same—death."

Dr. C., Louisiana.—Wrote in November, 1924, that a friend with cancer of rectum was taking the Koch treatment at Detroit. Reported in April, 1926, that patient died in August, 1925.

Dr. D., Louisiana.—Wrote in November, 1924, that a prominent citizen of his town with malignant disease was under the care of Dr. Koch. Reported in April, 1926, that patient died. Dr. D. adds: "This has been the fate of all (personally) known cancer patients treated with Koch cancer remedy."

Dr. E., Alabama.—Wrote in January, 1925, that several patients suffering from carcinoma were taking the Koch treatment. Reports April, 1926, "All the patients who received the Koch treatment are now dead."

Dr. I., New York.—Wrote in September,

1925, that a woman with advanced carcinoma was so desperately ill that he advised her to remain at home. She, however, obtained money with extreme difficulty and paid \$300 for one injection. "Came home in a state of extreme exhaustion and died in a few days after her return." The same physician reports another case of a patient with sarcoma who had been given injections at the cost of \$500. "He subsequently died after having been advertised as a cure."

Dr. J., Kansas.—Wrote in October, 1925, that a patient with cancer of the tongue had gone to the Koch Cancer Clinic at Detroit. Reported March, 1926, that patient was given one injection, paid a fee of \$300, stayed in Detroit for twelve weeks, received another injection, paying \$200, remained two weeks longer, then went home and died one week after reaching home. The same physician reports another case, that of a woman with a



CAN CANCER BE CURED?

Can cancer be cured is a question which has been asked me many times not only by the laity but by the profession. I recall one instance when the question was put to me by a Doctor in the following lines. He said, "Dr. Dill, can you cure cancer?" I answered him by asking him the following question, "Doctor, can you cure Diphtheria?" He said yes, in some cases. It was quite evident to him then as to the position this treatment of Dr. Koch's holds in the realm of cancer and sarcoma. Then the following explanation was given as to the virtue of this treatment in the radical cure of cancer.

Wherein Dr. Dill, a Koch associate, compares the curative quality of the so-called cancer "anti-toxin" with that of well-established diphtheria cures, in an advertisement republished by the American Medical Association.

cancer of the uterus, on her way to Rochester, Minn., who was induced while in the Union Station at Kansas City to go to a Koch disciple, where she received the Koch treatment. She received three injections, paying \$250, although she was "in poor circumstances." Died about a month after the third injection.

It appears that the Koch Cancer Foundation was only organized in February of the present year. Dr. Koch is named on the letterhead of the foundation as director, and the following as associate directors: W. A. Dewey, M. D., Los Angeles, Cal.; L. L. Dill, M. D., Logansport, Ind.; Frederick Dugdale, M. D., Boston, Mass.; C. Everett Field, M. D., New York City; Elnora C. Folkmar, M. D., Washington, D. C.; W. Wallace Fritz, M. D., Philadelphia, Pa.; and A. W. Hoyt, M. D., New York City.

The Journal reproduces display advertisements allegedly signed by Drs. Dugdale and Dill, the former seeking to treat cases of rheumatism, neuralgia, neuritis, lumbago, sciatica, gout, catarrh, epilepsy, goitre, cancer, tumors, piles, fistula and rectal diseases "without the knife." The advertisement included the familiar line, "advice, FREE." Dr. Dill, advertising the "Logansport Cancer Institute," attached his name, according to The Journal reprint, to the following statement:

Can cancer be cured is a question which has been asked me many times not only by the laity but by the profession. I recall one instance when the question was put to me by a Doctor in the following lines. He said, "Dr. Dill, can you cure cancer?" I answered him by asking him the following question, "Doctor, can you cure Diphtheria?" He said yes, in some cases. It was quite evident to him then as to the position this treatment of Dr. Koch's holds in the realm of cancer and sarcoma."

It appears that there has also been organized "Koch Laboratories, Inc.," as sole owner and manufacturer of the Koch "antitoxin." The incorporators and officers are William F. Koch, Louis Koch, Fred C. Koch and Clarence Lehr and it is stated that a contract exists between the Koch Laboratories and the Koch Cancer Foundation whereby the "antitoxin" will be distributed through the Foundation only to its stockholders and members. Further, the price of a treatment from the Foundation is fixed at \$110 to both stockholder and member. The Journal quotes Dr. J. W. Stiers of Muscatine, Iowa, as having said that the

EPOCHAL IF TRUE!

Remarkable Publicity "Hand-out" Sent to Newspapers by Koch Foundation Press Agent for Publication as News

Following is a publicity "story" broadcast to the press by V. E. Scott, who terms himself "correspondent" for the Koch Cancer Foundation, in which the unqualified claim of "80 per cent cures" is made for an "antitoxin" now being exploited by a newly formed commercial corporation:

From the Koch Cancer Foundation, 342 Madison Ave., NYC., Tel. Vanderbilt 1619. Correspondent, V. E. Scott. For immediate release.

NOTE TO EDITOR—This article is one of the series under the title of "THE TRUTH ABOUT CANCER." There are more than 4,000,000 in this country suffering from cancer and of these more than 100,000 will die this year.

CANCER AS FOOD

Serves as Nutrition During the Critical Period of Cure.

NEW YORK, April—The most important discovery in the successful treatment of cancer by the Koch Cancer Federation, in which close to 80 per cent of hopeless cases are being cured, is the fact that the cancer itself during its period of absorption feeds the body of the sufferer. This has been demonstrated in hundreds of cases but it was not until recently that Dr. Koch and his associates recognized that the cancer tissue was building up instead of tearing down the system of the patient during the curative period.

Among the other doctors who report similar results in their various districts are W. A. Dewey of Los Angeles, Cal.; L. L. Dill of Logansport, Ind.; Frederick Dugdale of Boston, Mass.; C. Everett Field and A. W. Hoyt of New York City; Elnora C. Folkmar of Washington, D. C. and W. Wallace Fritz of Philadelphia. In addition to these physicians more than 100 others now using the Koch antitoxin are observing the same results and report that their patients gain strength and even weight as their cancers decrease in size.

That the decreasing cancer becomes food for the body of the patient is noted by Dr. Field who yesterday explained the process.

"This extraordinary phenomenon," he said, "is the direct result of the reaction caused by the Koch antitoxin. Dr. Koch in his years of study before perfecting his antitoxin discovered that cancer is a cell growth produced by the body to wall in the cause of the infection. It is just as though a stone wall were built around a herd of cows to prevent them from straying all over the country. The cancer cells reproduce with extraordinary swiftness so that in the course of a short time the patient is killed. Their growth can only be stopped by killing the infection against which the body uses them as a protection.

"Dr. Koch's antitoxin which has successfully cured more than 80 per cent of hitherto hopeless cases, attacks both the infection and the cancer itself. The infection is killed and the cancer dissolves through the system of the patient. It is at this point that the cancer cells provide nutriment for its victim. This has been demonstrated in hundreds of cases and is absolutely proven to be a fact. Under the treatment evolved by Dr. Koch the patient eats nothing but fruit juices for a week previous to receiving the injection. Then for two, perhaps three weeks following only the juices of fruits and vegetables are taken. It is not until the third or fourth week, if the case be normal, that the patient is allowed to eat the fruits and vegetables themselves.

"Following the injection the cancer symptoms begin to disappear and the cancer itself to absorb. It has been found that the patient instead of being practically starved on this restricted diet begins to gain weight and strength in proportion to the speed with which the cancer disappears. In other words, the cancer itself becomes the food upon which the patient thrives for some time after receiving the antitoxin."

The average cure is obtained after twenty weeks according to Dr. William F. Koch, who was formerly a Professor of Medicine at the University of Michigan.

"It is seldom that a second injection is needed," he said, "and this is usually because the patient has been subjected to the radium and X-Ray treatments. However, it may be necessary because the patient is in a very run down condition when treatment is commenced. The antitoxin is absolutely harmless to the body and produces no injury nor soreness even when injected in a concentrated solution. Some years ago before the present antitoxin had been perfected it was found necessary to give a number of injections before the patient was cured. Now, however, one injection is all that is needed in 90 per cent of the cases. We have found that the antitoxin cures every form of cancer and does so with remarkable speed."

Under the plans of the Koch Cancer Foundation clinics for the cure of cancer are to be opened in all important cities of the country. Patients will be accepted, after proper investigation, from all walks of life.

Koch Foundation specifies that patients be charged "a minimum of \$300 for the first treatment and \$200 for any afterward."

The by-laws of the Koch Cancer Foundation provide that only physicians "whose qualifications have met the approval of the Board of Trustees" and who have "treated ten or more cases of cancer by the use of Koch's Synthetic Antitoxin" shall be eligible to become stockholders. The stockholders pay \$100, for which one share of stock is issued. Membership in the Foundation is to be limited to physicians who are "able to furnish personal and business references satisfactory to the Board of Trustees." Such individuals may become members

on the payment of a membership fee of \$10 and annual dues of \$5. It is stated further that the "Foundation" will "attend to sending out all publicity, pamphlets, literature and the like" and that it is sufficiently financed to carry on the work vigorously for some time to come.

Handouts that the publicity man Scott offered to newspapers, for "immediate release," were plainly calculated to boost the sale of the Koch "cure." In his publicity, Scott said that more than 100 physicians are now using the Koch "antitoxin" and "report that their patients gain strength and even weight as their cancers decrease in size." The press agent took pains to mention the doctors who are associated with Dr. Koch in

various cities. A "news" handout says: "Under the plans of the Koch Cancer Foundation clinics for the cure of cancer are to be opened in all important cities of the country. Patients will be accepted, after proper investigation, from all walks of life." In the same "release" Dr. Koch is quoted as saying that the average cure is obtained after twenty weeks.

NEW YORK TELEGRAPH TO BE CONSOLIDATED

Merged with Daily Running Horse and Hercules Press Corporation—E. R. Thomas President of New Firm—Texans Still in Charge

Merger of the *New York Morning Telegraph*, ten-cent daily amusement newspaper, with the *New York Daily Running Horse*, effective June 1, was announced this week. Besides these two papers the consolidation embraces the *Daily Running Horse* of Canada and the *Hercules Press Corporation*, which sends racing and sport news to various papers.

The new company will be known as the *Hermis Press Corporation*, with E. R. Thomas, president, Roi Tolleson, vice-president, S. D. Jones, treasurer, and Miss Lillian Krinsky, secretary.

The first issue of the consolidated papers will be printed from the plant of the *Morning Telegraph* and will be known as the *Telegraph and Running Horse*.

C. E. Marsh and E. S. Fentress, Texas newspaper publishers, retain their contract, which calls for supervision of publication without investment. Mr. Jones, treasurer, will also be general manager and representative for Fentress and Marsh.

The *Morning Telegraph* was started by the late Blakely Hall. W. E. Lewis, now dead, was managing editor for many years. Control passed to William C. Whitney, who later sold it to Mr. Thomas, the present owner.

ARCTIC PICTURES ARRIVE

P. & A. Cable Photos From London—Others Come by Ship

The *New York Daily News* May 24 printed photographs taken of the arctic expeditions at Kings Bay, Spitzbergen. They were transmitted from London via Western Union cables by the Bartlane process, controlled by P. & A. Photos, Inc.

Two days later the *New York Times* printed what it asserted were the "first pictures from Spitzbergen." They arrived on the S. S. Olympic.

EDITOR & PUBLISHER CALENDAR

- June 24—Alabama Press Assn., annual convention Auburn, Ala.
- June 5—Southwest Kansas Republican Editorial Assn., meeting, St. John, Kan.
- June 8-9-10—International Circulation Managers Assn., annual convention, Philadelphia.
- June 11-13—Texas Press Assn., annual convention, San Antonio.
- June 16-17—New York State Publishers Assn., State Press Assn., and Associate Dailies summer meetings, Ithaca, N. Y.
- June 18-19—Oregon State Editorial Assn., annual convention, Pineville, Ore.
- June 19-24—Associated Advertising Clubs of the World, 22nd annual convention, Philadelphia.
- June 19-26—American Golf Assn. of Advertising Interests, spring tournament, Cooperstown, N. Y.
- June 24-26—Kentucky Press Assn., mid-summer meeting, Pineville, Kentucky.
- June 25-28—New Jersey Press Assn., summer outing, Lake Minnewaska.

BEATING THE NEWS CENSOR AT HIS OWN GAME

American Reporters Abroad Get the Story Out Somehow—Seven European Nations Now Under Strict Censorship, Says Webb Miller, United Press Executive

AMERICAN reportorial persistency is today piercing the wall of European censorship, according to Webb Miller, assistant European news manager of the United Press Association, interviewed in New York prior to his return to London last week.

The American correspondent abroad is beating the European censor at his own game, he said. Staff men of United States newspapers and press associations censor the censors and produce the real facts on Europe. And as a result newspaper readers here often know more about conditions abroad than the natives living in countries where governments control the news.

Mr. Miller named eight nations where government officials are at present attempting to muzzle the local press and foreign correspondents. They are: Italy, Spain, Poland, Greece, Bulgaria, Russia, Rumania and Jugo-Slavia. The French censor dispatches in war areas.

"But all real important news gets out sooner or later," he declared. "Gradually, therefore, the censors are coming to realize that their efforts at news suppression are fruitless, as far as the United States is concerned. They may be able to keep their own people in the dark, but truth finds its way outside, and false reports and rumors, censors are learning, spread across the borders with damaging rapidity when censorship rules are too effective."

It was Wilbur Forrest, correspondent of the *New York Herald Tribune*, who beat the Polish censors with a dispatch from Warsaw, via Berlin, May 21.

"I'm sending this message over German telegraph wires," he wrote, "because I found that it was utterly impossible even to approach the truth of Poland's tragic situation through the censorship which the so-called Pilsudski government erected in an effort to hide the chaos which has followed last week's slaughter in the streets of the capital and the surrender of the Wojciechowski government.

"The official announcement that the censorship has ceased is wholly untrue."

And, according to Mr. Miller, all big stories eventually leak out in the same way. Frequently, indeed, censorship causes the dissemination of garbled facts, more damaging to the prestige of a country than the true news would have been.

Thus on May 21, American newspaper readers were afforded a glimpse of the French government busily engaged in denying a story obtained by a *London Daily Express* correspondent and relayed to this country concerning a reported second bombardment of Damascus. It appears that the French censors were far too conscientious in performing their duty. Truth couldn't get out. Now the French claim a lie was spread.

That at least was true of the first "bombardment" of Damascus. Censorship then did far more harm than good. The French had bottled up the news completely, and it was from Arab sources, according to Mr. Miller, that correspondents first got the news.

"First dispatches told of 25,000 killed in Damascus," Mr. Miller recalled. "As a matter of fact, only 2,000 were killed. Had there been free access to the news, French prestige wouldn't have suffered to the extent it did.

"The same is true of Spain. Regulations gagging the press set up by Primo de Rivera hurt rather than aid Spain. Sensational stories start on the border, embroidered with false details, and are

carried around the world with damaging results as far as Spain is concerned.

"Not so long ago, for instance, an American news agency carried a story to the effect that Gen. Weyler, of Cuban fame, had started a revolution against the Spanish government. I was in Madrid at the time, and received an urgent query to investigate the report. I called on the General himself. He is now a peaceful old gentleman of 86 years, content to rest and write his memoirs. Revolution was far from his thoughts, I was able to reply. Had there been no censorship, the first report would never have got out.

"At another time, a rumor reached our office in London that the King of Spain was dead. I sent messages two ways in two different languages to our correspondent in Madrid. One message got through. I was informed the Spanish censors held up the others, refusing to permit delivery.

"Russia is a splendid example of the evil effects of censorship. Riga, the border city, reeks with rumors; and exaggerated and untrue reports get loose from there. The Soviet government is damaged by lies, which never would have

been spread had the truth not been censored."

On the whole, however, Mr. Miller said, government control of news today is much less drastic than it was a few years ago. Foreign office hand-outs are disappearing, because newspaper men are getting their own news.

"Newspapers and news agencies of the United States collect their own news to a far greater extent than any other nation," Mr. Miller continued. "There are probably 300 American newspaper men in Europe. American reporters outnumber those of other nations five to one at every important international gathering. In London alone there are about 75 American newspaper men, and at one time the Anglo-American Press Association in Paris numbered 85 members."

Mr. Miller laughed at the remark credited to Senator Dandurand of Canada, president of the League assembly, that while the world had demobilized, the war correspondents had not. The Senator declared that foreign correspondents abroad were breeders of war.

"Evidently the Senator forgot that, at the time he made his statement, France and Spain were fighting the Riffs, Italy

was having trouble in Tripoli, Turkey was combating the Kurds and there were at least three wars in China," Mr. Miller said. "There is still room for the war correspondent," he added.

Mr. Miller had arrived in New York from a five months' tour of South America, and he said that the Latin countries of Europe might well learn something from the Latin-American press.

"Newspapers of Latin-America," he said, "have so far surpassed those of their mother countries that there is no comparison. In Brazil, Argentina, and Chile especially, the newspaper business has now become an economic success. Dailies are absolutely independent, a situation that does not obtain generally in any other Latin country abroad, where the press is subsidized.

"Some of the Latin-American newspapers carry more foreign news than newspapers of the United States, and cable tolls are nearly three times more expensive than they are to this country.

"How the press of South America is also beginning to show more interest in news of the United States. In the old days, before the Associated Press and the United Press went in to South America, the papers were served entirely by European agencies, and the United States was absolutely neglected. Most of the news came from France."

"To us newspaper work is a business," he explained, "a business of getting the news and then getting it to the public; while to them it is a literary profession.

"I met hundreds of sub-editors, editors, and publishers in South America, all of whom spoke two or three languages besides their own; they knew other countries than their own well; many of them had been educated abroad; theirs was a world view, quite different from the provincialism of the ordinary North American.

"But those who had been to the United States were enthusiastic about our newspaper methods. Some are eager to give up European influence, and follow the leaders of the North."

Considerable interest in the forthcoming Press Congress of the World to be held in Geneva, Lausanne, Switzerland, Sept. 14-18, is being shown by South American editors and publishers, Mr. Miller reported. Many told him they were planning to attend.

Since Mr. Miller left London in January, he has traveled some 16,000 miles. First he went to Spain, where he interviewed Primo de Rivera. He also stopped in Portugal to interview President Bernardino Machado, before crossing to South America.

In South America he was met by James Miller, South American manager of the United Press Associations, who accompanied him on his visit to the offices of U. P. clients. He spent three weeks in Brazil, calling on more than 20 newspapers in that republic. He also toured Argentina, Chile, and Peru. The purpose of his trip was to enable him to become better acquainted with South American affairs, in order that he might improve and strengthen the European news service, cleared through London, for Latin-American clients.

Mr. Miller has been associated with the United Press for 10 years. He had had four years experience with the *Chicago American*, when he joined the U. P. in 1916, while reporting Mexican border troubles for the *Chicago paper*. After a short while as U. P. correspondent in Mexico City, he was transferred to the Washington bureau. Then he was sent to London, where he remained four years, before being placed in charge of the U. P. Paris bureau. He had been in Paris four years when he was brought back to London about a year ago as assistant European news manager. During the war he was a correspondent on the French and American fronts.



WEBB MILLER

STREIT OF TIMES EXILED FROM RUMANIA PROTESTS RIGID CENSORSHIP RULES

Correspondent Declines to Recant Series of Articles Which Aroused Wrath of Government Officials—Other Writers Refuse to Deny Charges He Made

CLARENCE STREIT, staff correspondent of the *New York Times*, was this week expelled from Rumania because of a series of articles he had written on the Rumanian political situation, which the government considered "grossly exaggerated and insulting." Streit left Budapest May 25, insisting he had written the truth in his articles, and protesting the rigid Rumanian censorship rules.

The expulsion order might have been withdrawn had he been willing to recant, Streit wrote in a dispatch sent from Budapest via Paris. He declined to recant and stated that three other foreign correspondents had been asked by the government and the royal court to write a reply or something to offset the series and had refused.

One of them said afterwards: "I can't deny what is true."

"The correspondents asked that the attention of the *New York Times* be called to the censorship of their dispatches from Rumania," Streit wrote from Budapest. "One has even had a brief dispatch stopped merely announcing a reported loan from Italy and though he has written numerous letters and petitions has not yet succeeded in getting the tolls he paid returned.

"Another, recently in Moscow declared: "The Soviet censorship is much more liberal than Rumania."

"Americans in a position to know the situation approve the series, saying it is a case of where the truth hurts."

The letter ordering the American newspaper correspondent's expulsion follows:

Mr. Clarence Streit, Correspondent of The *New York Times*.

Sir:—The Rumanian Government has become aware of a series of five articles published in the *New York Times* on April 12 and following days. It is seldom that articles containing such gross exaggerations and insults addressed to the Rumanian Crown and country have appeared in the foreign press. The Government is disarmed in the presence of such acts of unfair aggression and is powerless to take any satisfaction.

All investigation shows that you are the author of these articles.

The Government is therefore surprised at your presence in Rumania, as tradi-

tional Rumanian hospitality cannot be confounded with toleration of insults.

You are therefore kindly invited to leave Rumania twenty-four hours after the receipt of this letter, it being quite understood that any other correspondent of the *New York Times*, a newspaper respected in Rumania, will be always welcome to Rumania.

By order of the Minister of the Interior.

(Signed) GENERAL NICOLEANU, Prefect of Police.

Commenting editorially on Streit's expulsion, the *New York Times* said in part:

The danger of being sent away as an "undesirable foreigner" is only one of the difficulties which correspondents in some European countries have to face today. There is in several capitals a sort of tacit and invisible censorship of dispatches to be forwarded abroad. This takes the form not of suppression or mutilation, necessarily, but of hampering the correspondent's activities. He finds official sources of news mysteriously closed to him. Personal and social attentions are withdrawn. In a hundred ways it is conveyed to him that he cannot be successful in his work unless he shows more "tact" in dealing with Government officials, and more tenderness for the political views which they wish to have printed in the foreign press. All this obviously makes the lot of the foreign correspondent not a happy one. Short of outright expulsion, he feels himself continually hampered by unseen but very real restrictions. Whether such a policy is even expedient in the long run may well be doubted. Certainly the immediate consequence of expelling The Times correspondent from Rumania will be to fix attention more keenly and more critically upon affairs in that country.

WAGE INCREASE MAY BE DISASTROUS WASHINGTON PAPERS TELL ARBITER

But Justice Hitz, Sitting As Disinterested Member, Refuses To Recall Tentative Findings—Printers' Pay Raised 16 to 24 Percent

JUSTICE WILLIAM HITZ has declined to accede to the plea of the Washington Newspaper Publishers' Association that he reconsider his recent tentative findings as arbitrator granting wage increases to newspaper printers in Washington, which, the publishers informed him, may lead to "disastrous results" in the newspaper publishing industry there and elsewhere.

The publishers, in representations made to the arbitrator on behalf of the association, asked that he reconsider before making his tentative report final, the evidence submitted in the wage matter between the Columbia Typographical Union, No. 101, and the publishers' association.

Specifically, the publishers asked that Justice Hitz still consider the matter of his findings so far open as to permit him to confer with other members of the board of arbitration in order that the "views and reasons for your tentative findings may be stated and considered by the full board and any misapprehensions on your part, if such exist, cleared away."

In presenting their plea to Justice Hitz, the representatives of the association declared:

"The handing down by you, as the disinterested arbitrator, of your findings without conference and exchange of ideas with the other members of the board (even though in tentative form) with the statement that you had made up your mind on all points except the matter of the duration of the proposed contract, and the further statement that you did not propose to give any reasons for your decision, we believe unprecedented.

"We assume that even though you have formed definite ideas, your mind is still open and that you will recognize that the other members of the board have a right to know the reasons for your tentative findings and that they may have an opportunity to point out any fallacies in your conclusions."

Regarding the general effect of the findings, the publishers declared:

"Nothing can be clearer than that to make this tentative report final will create for the term it continues a class of skilled workers preferentially treated to an unexampled extent. If this were carried through the newspaper publishing industry here and elsewhere, the industry could not, we believe, economically survive, aside from the most prosperous newspapers. Such enormous increases save in isolated instances, could not be met by passing on the increase to the ultimate consumer.

"If the principle of the award is just and should be applied to the Union job printing offices in Washington, these shops could not competitively exist."

In citing the apprehended effect of the wage increase findings, and what they regard as their want of justification either from the standpoint of comparative wages here and elsewhere or cost of living figures of the Department of Labor, the publishers declared:

"We feel strongly and confidently that if your honor had taken up and discussed the various points at issue with the other members of the board of arbitration, no such extreme and radical decision would have been reached."

In this connection, the publishers urged the great responsibilities of an arbitrator, as a means of effecting industrial adjustments without the costly recourse to strike, in giving full hearing consideration to the views of both sides and "maintaining the confidence of employers and employees alike."

of \$578.24, over the present scale. For the night scale income based on the 42-hour week is increased to \$3,120, an increase of \$499.20, and income based on the 46-hour week is raised to \$3,563.04, an increase of \$692.64.

"As we see the case," the publishers declared in their representations, "the evidence submitted showed that the newspaper printers here have been liberally paid as compared with their fellow craftsmen in this and other cities and as compared with all skilled workmen in other walks of life, and with the clerical forces who comprise the majority of Washington's citizenship.

"In the cost of living statistics of the Department of Labor, the changes since the last arbitration by Judge McCoy, in 1920, showed a decrease, rather than an increase. And since 1923, when a negotiated scale was agreed upon, an increase was shown by the last figures of the department of approximately 2.7 per cent, or about 21 cents a day on the day scale."

"We feel," the publishers declared, "that in the face of these facts we are entitled to know and discuss with you your reasons for the tentative view that unprecedented increases should be made."

Justice Hitz declined to change his tentative findings, granting wage increases ranging from 16.9 to 24.1 per cent. The final award made the basic scale retroactive to November 11, 1925, eliminating the retroactive feature as to overtime.

In the arbitration proceedings printers

based their contentions for an increase purely upon their rights to a living wage, consisting of a sufficient income for the maintenance of a family in the necessities of life as well as a margin for savings or recreation," according to John N. Breen, their attorney.

"Although the final award did not have a retroactive effect insofar as overtime pay was concerned or pay for night shift workers for work before 6 p.m.," said Mr. Breen, "we accept the award as finally given, despite the fact it did not embody all the advantages of the tentative award."

According to the printers, the award affects approximately 400 men employed as "full-time printers" and 100 others employed in temporary positions. The new wage scale of \$9 a day for day work and \$10 for night work supplants a former scale of \$7.70 for day work and \$8.40 for night work, with a retroactive feature allowing the new scale effective as of November 11, 1925. The new overtime rate of \$1.93 per hour for day overtime, in lieu of the former \$1.65 per hour, and of \$2.13 per hour for night overtime in lieu of the former \$1.80 per hour is not allowed in the final award as retroactive, but is effective as of May 24, 1926.

JACKSON (MICH.) TRIBUNE LAUNCHED

The first issue of the *Jackson (Mich.) Morning Tribune*, a six-day paper, with no Sunday issue, appeared Monday, May 24. The Tribune is published by a group associated with the defunct *Jackson News* which discontinued publication a year ago. John H. Allen is editor and publisher of the new daily which has a United Press and United News leased wire.

N. Y. SUN BROADCASTING NEWS

The *New York Sun*, by arrangement with radio station WRNY, New York, is now broadcasting daily digests of important news in sport and commerce.

FOREMAN'S RIGHT TO "FIRE" UPHELD

Conference Committee Stands by Chicago Herald-Examiner Executive in Discharging Compositor Who Refused to Work Overtime

(By Telegraph to EDITOR & PUBLISHER)

CHICAGO, May 26.—The question of whether the foreman of a composing room has the right to discharge an employee because of his refusal to work overtime has been answered in the affirmative.

The question was raised by the *Chicago Herald-Examiner* and *American* composing room in the case of David Fitzgerald, an extra substituting for a regular in the monotype department, who had been sent to the ad service department where ads are hand-set. His time was up at 3 o'clock and when he was notified that he would be required to work overtime he refused.

The foreman discharged him. His order was protested through the local of the American Newspaper Publishers Association.

The union introduced evidence attempting to prove that it was the duty of the chairman of the chapel to supply men as he saw fit, to work overtime when such work was required.

A six-man conference committee composed of representatives of both sides deadlocked and also failed to select a seventh member acceptable to both, and so the selection automatically fell to States Attorney Robert E. Crowe, who volunteered to act as the seventh member.

The motion to confirm the action of the foreman of the *Herald-Examiner* and *American* chapel in discharging the printer carried.

300 NEWSPAPER MEN VISIT SESQUI-GROUNDS

Spend a Day in Philadelphia As Guests of Exposition Officials—Welcomed by Mayor Kendrick

About 300 leading newspaper editors and writers from Washington, New York City, Chicago, Boston and other cities east of the Mississippi were the guests Sunday, May 23, of the city of Philadelphia upon an inspection tour of the Sesqui-Centennial International Exposition buildings.

Odell Hauser, formerly of the *New York Times* staff, who is director of publicity for the Exposition, was in charge of the tour. Mayor W. Freeland Kendrick, of Philadelphia, acted as personal host, and welcomed the visitors at a luncheon served them in the big Auditorium Building on the Exposition grounds.

Ulric Bell, Washington correspondent of the *Louisville Courier-Journal*, expressed, as president of the National Press Club, the appreciation of the visiting Washington newspapermen.

The Washington party, numbering more than 100, included Carter Field, chief of the Washington Bureau of the *New York Herald Tribune*; A. H. Kirchofer, Washington correspondent, *Buffalo Evening News*, and vice-president of the National Press Club; Ben M. McKelway, city editor, and Gould Lincoln, special writer, *Washington Star*; Daniel O'Connell, city editor, *Washington Times*; John Gleissner, editor, *Washington Daily News*; Aubrey Taylor, city editor, *Washington Post*; Harry J. Brown, *Salt Lake Tribune*; Samuel W. Bell, *Philadelphia Public Ledger*; Carl H. Butman, *Wall Street Journal*; Leo R. Sack, *Pittsburgh Press*; George W. Combs and Marvin Murphy, *Baltimore Sun*; Morris D. Ervin, *Cincinnati Times-Star*; Edwin W. Gableman, *Cincinnati Enquirer*; Harry B. Gauss, *Chicago Daily News*; James P. Higgins, *Newark Star-Eagle*; Carl Ruth, *Cleveland News*; Ernest A. Knorr, *Central News*; Leo A. McClatchy, of the *San Francisco Bulletin*.

"WHEN WE WERE YOUNG"

The death of Mrs. Arthur Capper, wife of the distinguished statesman and editor, moved William Allen White to write in the *Emporia Gazette* the following:

A THIRD of a century ago more or less, a gay young crowd was butterflying around in Topeka. Those were the good old-fashioned days when there were dances and parties and picnics and when young people paired off and "went together,"—no necking parties! They sat on front porches of cool summer evenings and sang a little and danced a little and came trooping down to Kansas avenue in surveys with fringed tops and basket phaetons behind good old family horses. The whole carefree troop of them piled into an ice cream parlor and made merry riot. The writer of these lines, as an outsider, used to see this group and sometimes was drawn a little way into the circle, but not far. Other young reporters beckoned him in—Frank Jarrell, Dick Linsey, Mary McCabe, Harry Valentine, Myra Williams, Ewing Herbert, Arthur Capper and Florence Crawford. Gradually they began to pair off more seriously, and one autumn day, back in the very early nineties, Ewing Herbert put on his black long tailed coat, a black tie and a very white shiny bosomed shirt and came down to Topeka from Hiawatha to act as best man for the wedding of Florence and Arthur. The occasion was gay and gorgeous, the only un felicitous incident being the fact that as Ewing walked proudly with young Arthur Capper to the altar, in some mysterious and ungodly way Ewing's left trouser leg got hitched far above his shoe-top, showing an inch of hairy shank and two inches of black sock. But little did that misfortune harrow Ewing, though he stood on one leg during most of the ceremony and tried with the other leg to work down that recalcitrant bit of trouser.

The wedding celebration of Florence and Arthur was most delightful. The young reporter rising in his profession

surrounded by his fellow newspaper men and friends from all over the state was marrying a vivacious, charming girl, the leader of her circle, a most popular young woman, daughter of the former governor. So the day sparkled with joy and the occasion was a rainbow of promise.

Life has made the promise come true. Florence Crawford and Arthur Capper have lived happily and usefully together all these years, partners, friends, lovers, with never a rift in their joy. This week some of the same old friends looking over the peak of the hill of life into its sunset, gathered in Topeka to bid her goodbye and to give Arthur their handclasp, as they laid her away for her earthly rest.

So a generation has passed; the bright, happy girl growing into a fine, strong, intelligent woman. She had her work. With her husband she rose to a place of leadership in the state, to one of the important positions in this nation and in the world. They never became alien to their friends of that early day. The simple loyal faith of their friends of that youthful circle which glowed around them and haloed them in their youth was with them as a benediction to the end of their journey together. Nor did the simple love of their friends ever go. That they held to the last. How hard it is to realize that this girl's life has been lived and is over; that her work is done and her spirit gone to the next stage of experience. We, who were young once, 30 years ago, who lived and laughed and loved in the gayety and joy of youth, still in our heart know that the fire of youth is eternal—unquenchable. To ourselves and to each other we have not changed, and maybe not to God Himself. But to others we are the older generation passing; a bit queer and old-fashioned and gradually becoming negligible. Other youngsters go charging down the street full of the same exuberance, the same hopes, the same high visions and the same gay foibles which once were ours. And so "the mourners go about the streets and the man to his lone home."

EDITORIAL "DO'S AND DON'TS" OF BENNETT

Former New York Herald Man Unearths Rules Laid Down by Famous Publisher for Guidance of Reporters, Copy Readers and Editors

WHEN James Gordon Bennett, the younger, was in command of the *New York Herald* he laid down a list of "Do's and Don'ts" for the guidance of his reporters, copy readers, and editors which became famous in those days. The list has become almost a rarity at the present time.

The pamphlet containing the instructions was recently unearthed by Robert E. Livingston, who as a staff member of the *Herald*, labored every day for 20 years to follow Commodore Bennett's instructions. Mr. Livingston, who is now director of information and advertising for the Consolidated Gas Company of New York, gave the copy to EDITOR & PUBLISHER for publication.

"One thing that does not appear in the really valuable rules was the fine of one dollar imposed on reporters or copy readers for each misspelled name of a person," Mr. Livingston commented. "To avoid errors of this kind, the reporter writing a 'story' was required to print with his pen once at least the names of the persons figuring in the article. At the time of the pen printed name it was known that the reporter had his mind on the proper spelling of the name, although in the haste of 'turning in' his copy he might misspell the name later in his story."

The list follows:

COURTESY AND FAIR PLAY

Do not use any expression that will unnecessarily hold any one up to ridicule. The printing of anonymous interviews, statements and implied accusations is forbidden.

- Don't say "Chinaman" for a Chinese.
- Don't call a Jew a Hebrew.
- Don't use "Italian" in crime stories; say foreigner. Reflections on nationalities or races are taboo.
- Don't say "colored man" when you mean negro.
- Don't call her an "old woman," say "aged."

OBSERVE THE LAWS OF GOOD TASTE

In writing let it be taken for granted that a person shot, stabbed or mangled will bleed. Use the word "blood" only when it is essential.

- Don't say "box party" for theater party.
- Don't say a man is a "clubman."
- Don't use "courtesy visit."
- Don't use "visiting" in the sense of "Mr. and Mrs. Blank are visiting at Mr. Dash's villa."
- Don't use "invited guest" or "invited audience."
- Don't use term "dinner hostesses," "dinner dance" or "dinner guest."
- Don't use "house guest," "house party" or "reception guest."
- Don't use (hotel) "patron" or "guest."
- Don't use "guest of honor" or "maid of honor."
- Don't say a man is a "rich man" or a "magnate."
- Don't use "New Yorker."
- Don't say a man is a "society" man.
- Don't use "week end" or "over Saturday."

Be careful in the use of the word "sick" that the context does not place upon it the possibility of an offensive construction. "Ill" is preferable.

- Don't call a theatrical performance a "show."
- Don't use "society belle"; say "society girl" or "social leader."
- Don't apply "schedule" to the movement of persons, as: "Ambassador Bacon was scheduled to leave Vienna."

AVOID INACCURACIES OF STATEMENT

- Don't say "mutual friend."
- Don't refer to the "club section of the city." There is none.

Once a King or Queen always one, unless deposed, as Marie Antoinette.

DO'S AND DON'TS FOR WRITING FOR THE HERALD

Get the news, and all the news. Outline your story before you begin to write.

Reporters will find it to their advantage to put down a single fact, or a group of related facts, on one sheet of paper in making notes, so that they may readily and quickly arrange their material in logical sequence.

Know the subject thoroughly and think straight.

Write as well as you talk. Avoid long and involved sentences. Make them short and crisp. Do not try to fire your whole battery of details in the introduction.

Do not tell a story more than once. The introduction is to give to the reader a quick, illuminating flash and to hold his attention.

Tell the story clearly and forcibly and keep away from worn and hackneyed phrases. Be original even if you take a chance. Dare to be as funny as you can. Don't be afraid to say the same word over again if clearness requires it. Macaulay wasn't.

Shun the monotonous repetition of words, however, and especially avoid the use of the same word in different senses in the same paragraph.

Avoid tiresome circumlocutions; write with interest and enthusiasm. Do not compose a story so that the reader feels that the writer was watching himself go by. The highest art is that which conceals art.

Master general principles of composition.

Observe accurately, know the facts, think straight, write forcibly for on these commandments rest all the rules of newspaper English.

Below are given the official "Don'ts" arranged under the rhetorical principles they violate and in alphabetical order:

AVOID TRITE AND OVERWORKED EXPRESSIONS

Don't "hit," "slap" or "flay" in headlines.

Don't say records are "broken" or "smashed."

Don't use "probe" or "probing."

Purity requires the elimination of foreign words unless there is no English word which will express the meaning which the writer would convey.

"Dictograph" and "dictaphone" are patented words and should be spelled as here given. They are Greek-Latin hybrids.

Don't say "per year" or "per day"; make it "per annum" or "per diem" or "a year" or "a day." Don't mix Latin and English.

Shun obsolete words and expressions. This is the twentieth century.

Don't use "domestic" for "servant"; it is obsolete.

Tautology consists in repeating the thought or statement.

Don't use expressions akin to "silence reigned and no sound was heard."

Avoid the use of slang, obscure technical terms and commonplace expressions and unauthorized abbreviations in news stories. When you let your fancy for syncopated English play put it in quotation marks, or reserve it for avowedly humorous flights.

Don't clip words, as "plane" for "monoplane," "biplane," etc.; or "phone" for "telephone," or "auto" for "automobile."

Don't say "fire breaks out."

Don't use "gang" or "gangster."

Don't use "hurdle" as a verb in "hurdle and ride."

Don't use "newspaper story" for "article" or "account."

Don't use "near riot."

Don't use "pants," "vest" or "full dress suit."

Don't say a place was "raided;" use "raid" as a noun.

Don't use "rush" as an adjective; no "rush orders," &c.

Don't use "suicide" as a verb. Don't say "plain clothes men." Don't use Zoo for New York Zoological Park or the Central Park Menagerie. Redundancy consists of the use of words which are not necessary to the sense.

Don't use "consensus of opinion" for "consensus."

Don't use "painfully cut" or similar expressions, as though persons were "agreeably cut."

Don't say "completely destroyed."

Don't use "sword duel" or "pistol duel."

Don't use "dance music" or "promenade music."

Don't use "thrilling" as an unnecessary adjective in the context of a story as describing a situation desired to be expressed by a reporter. Let the public decide if the story is thrilling or not.

Don't sprinkle "yesterdays" throughout your story.

Precision consists of the choice from cognate or similar words of the word which best expresses the idea to be conveyed. Be accurate.

Don't use "casket" for "coffin."

Don't use "car" or "machine" for "automobile." Car does not mean automobile, and where automobile is meant the word automobile should be used.

Don't use "claim" for "assert." A man claims a hat; he asserts that the hat is his.

Don't use "engineer" for "engine driver."

"Hunting dogs" must be avoided; use "hounds." In an objectionable case the dogs were English setters. Use the "g" in Pekingeses.

Say "hunting" when referring to the chase of game on horseback, and "shooting" when the sportsman is afoot.

Don't say "a number;" get something more definite.

Don't use "partially" when you mean "partly."

Don't use "proposition" when you mean "proposal."

Don't say "suit was brought;" say "action was begun."

Propriety requires that words or phrases shall convey the exact and proper meaning of the writer.

Don't use "as to" for "about," "concerning" or "regarding."

Don't use "came" for "went" or "gone."

Don't use "collide;" write "in collision."

Don't say "the Court said," when you mean the Judge or Justice.

Don't say "created" when you mean "caused."

Don't use "diplomat;" use "diplomatist."

Do not use this style of the "was given" form of expression and its variations:—"Admiral Dewey was given a horse" and "Colonel Smith was presented with a sword." The horse was given to Admiral Dewey and the sword was presented to Colonel Smith.

Don't say "had his leg broken" or "had his pocket picked." The victims do not cause these things to be done.

Don't say Mr. Smith has "departed for Europe." "Departed" is used in "departed this life."

Don't say "disorderly house" when you mean "disreputable." A house cannot be disorderly. Do not print the numbers of such houses.

Don't use "during" for "in." "During" means throughout the continuance of.

Don't say "groom" when you mean "bridegroom."

Don't use "epidemic" for "epizootic" in referring to a malady widespread among animals.

Don't say "executive" session when you mean "secret" session.

Don't use "on" for "in" a street. The Metropolitan Opera House is "in" Broadway, not "on" Broadway.

(Continued on page 47)

A TABLOID REPORTER TO HIS CITY EDITOR

(Reprinted from *The Conning Tower*, *New York World*, May 21.)

Lord of assignments, where to-day
Do I turn my steps in search of prey
For the presses, slumbering now,
Below?

Do I go where guarded scabs peer down
On strikers in some Jersey town,
Or follow a murder, a suicide,
Walter Ward missing or Browning's bride,
Rum boat captured, awash with booze,
Peggy Joyce wed?—but *that's* not news.

Do I brave some patrician family's hauteur,
Seeking a photo of its runaway daughter,
Or do my stuff on the seamy east side—
Some girl a mother, but nobody's bride?

Love nest or baby farm,
Block ablaze, a four alarm,
Broker sued by lady's maid,
City scandal or a dog parade?
Do I cover a wedding, a Communist fight
Or stay inside on dull rewrite?

Lord of assignments, blue is the day
And white are the sails, creeping down the bay;
Where do I go, O Gene,
Oh say?

NERI

PRINTING CRIME NEWS MEANS FACING FACTS

Minimizing or Barring It Entirely Is An "Ostrich-like Policy," Henry Justin Smith Tells Women's Clubs

The printing of crime news means that a newspaper is facing the facts rather than being blind to them, Henry Justin Smith, managing editor of the *Chicago Daily News* declared in a recent address before the Illinois Federation of Women's Clubs.



HENRY J. SMITH

Stating that perhaps many of his hearers had signed petitions to newspapers begging them to give less space to crime, he pointed out the fallacy of maintaining an "ostrich policy" in the belief that it would abate wickedness.

"Stripped of its puzzles, the question of crime news becomes like most other questions of news values, a simple issue as between facing facts and being blind to them," he said. "A majority of newspaper men believe most devoutly in the former course. And they believe that the latter course, the 'ostrich policy,' is dangerous; dangerous not only to circulation but to society. We don't think about circulation as 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 timidity, willful ignorance and self-delusion, are determined not to fall into those errors, even if we commit other errors.

"Now in a time when lawlessness is making a real threat against America, when illicit liquor-selling is corrupting even high school students, when the mail order sale of revolvers—not to speak of machine guns—is putting weapons into the hands of male and female morons, when so many women can commit murder and get away with it, and when so many well-meaning people are merely uttering optimistic rhetoric, are we newspaper men to accept this rhetoric as the last word? No; we think it our business to face the facts.

"However, we can and do agree with those who urge that reports of crime be presented with as little sympathy, as little an appeal to romantic adolescence, and as little advice by Fagins to potential Oliver Twist, as possible. You can find in any large city of the United States, at least one newspaper which handles crime for what it is—a horrible and foolish business.

"The set of principles adopted by the American Association of Newspaper Editors, condemns the use of details of crime and vice in a way 'not demonstrably for the public good,' and which denounces 'deliberate pandering to vicious instincts.' That document was signed by the editors of the most powerful newspapers in the country; and they meant it.

"We seek to be decent; but we don't intend to be soft. We should like to shield tender minds from frightful and corrupting things; but we don't wish to leave it uncertain that those things exist. We want to know all the facts, cheerful or ugly, encouraging or depressing, about this civilization of ours. We want to give our readers as candid an account as we can of the advance, or even the temporary retrogression, of democracy. We are ambitious—you don't know how ambitious—to describe adequately the marvelously interesting, the often disturbing but on the whole romantic and inspiring, activities of the human creature from day to day.

"We cannot do this by being merely conservative. We can do it only by combining with caution a great deal of clear-sightedness and courage. 'Fearless' is the big word for us."

CHICAGO M. E. GIVES TEN DEFINITIONS OF NEWS

HENRY JUSTIN SMITH, managing editor of the *Chicago Daily News*, in a recent speech before the Illinois Federation of Women's Clubs, gave the following ten definitions of news:

"News is a revelation of things which a few people know about made for the benefit of millions who would not otherwise know about those things.

"News is a synthetic food, delivered for the purpose of satisfying a great human hunger.

"News is the telescope and microscope of social laboratories.

"News is an unrheterical essay on life. It is poetry without form and art without artistic intention.

"News is like the explosion of a hidden mine on a peaceful sector of the battle front.

"News is a record of the good and the bad, but hardly ever of the indifferent.

"News is a statement, not always of the new, but sometimes of the new made old; a statement not merely of the unusual, but often of the cruel.

"News, which is sometimes spoken of as history, is rather an ingredient of history, and one which does not always stand the test of science.

"News is an implement wielded by a profession which is no respecter of persons, but tries to be a respecter of human conventions, according to the standards of a given time.

"News, at its best, is the comprehensive and credible, the enterprising but judicious, the eternally circumspect but above all the fundamentally fearless, disclosure of what the human race has been doing for the last twenty-four hours."

N. Y. JUDGE DISMISSES WHISKER LIBEL SUIT

Arguments Presented on Motion to Dismiss Case Brought by Miss Patterson Against Colgate & Co., for Alleged "Flippant" Advertisement

Justice Erlanger in New York supreme court, May 27, dismissed the libel suit for \$150,000 brought against Colgate & Co., by Miss Ella C. Patterson, of Milwaukee, to restrain the soap manufacturers from continuing to use in their advertisements a picture of Gen. Ambrose E. Burnside, of Civil war fame.

Alan Fox, counsel for Colgate & Co., contended that it was neither libellous to use the picture of Gen. Burnside, such as appears in the school histories, nor did it invade the private rights of any of his living relatives. Miss Patterson says she is the only surviving relative of the general.

Arnold Furst, counsel for Miss Patterson, said that the manner in which Colgate & Co. worded their advertisement for shaving cream, which accompanied the Burnside pictures, had a tendency to hold up the plaintiff-relative to ridicule and contempt. He said that if the soap manufacturers had only discontinued the use of the picture when Miss Patterson first wrote to them about it no suit would have been necessary, but that instead of treating the matter seriously the company wrote her lawyer in Milwaukee in a facetious vein about "mutton chops" and "goatees."

Mr. Fox remarked that it was quite evident that the Milwaukee lawyer was prejudiced, as his name was Van Dyke. He said that it certainly was no disgrace for men to wear whiskers like President Arthur, President Hayes and President Garfield. He even thought that for persons who prided themselves on

the "ability to grow a good set of whiskers many a man would like to have raised some Lord Dunderreys."

JERITZA WINS SUIT OVER USE OF NAME

Court Grants Her Injunction Restraining Cigar Dealers from Placing Picture and Name on Their Brands—Singer's Rights Infringed

Mme. Maria Jeritza, prima donna, was granted an interlocutory injunction by Federal Judge Thomas D. Thacher in New York, May 25, restraining Louis and Isidore Cohen, cigar dealers, from using her name or likeness in connection with their cigars.

Judge Thacher held that the singer's rights had been infringed upon by the sale of a cigar labeled "La Jeritza" and that a picture appearing under the name on the cigar box, although it did not in any respect resemble Mme. Jeritza, was nevertheless a likeness of her within the meaning of the law.

Counsel for the Cohens raised the point that the singer is now really a baroness, the wife of Leopold Frederick Salvatore Baron Popper de Podrhey of Austria. Counsel for the singer argued she was using her own name with the Baron's consent.

Judge Thacher declared he knew of no authority requiring a married woman to assume the name of her husband, "although she is certainly entitled to do so, and the relations of the average home ordinarily present very practical reasons why she should."

AD SWINDLER SENTENCED

Judge Praises New York World and New York Times for Exposing Noblett

Judge Mancuso in New York court this week sentenced Edward Arden Noblett, advertising swindler, to 15 years in Sing Sing.

Noblett had advertised in the *New York World* and *New York Times* under one of the 20 aliases he used in his operations, that he would sublet his Riverside Drive apartment. After accepting money in advance, he would advertise for another tenant, obtaining money a second time. He had long been barred from the two newspapers' advertising columns under his real name.

"If it were not for the *World* and the *Times*, both of which spent money unstintingly to bring the matter to the attention of the District Attorney, you might still have been going on swindling people out of their money," the court said to Noblett in passing sentence.

Editor Wins Oratorical Contest

Hammond Fowler, editor of the *Rockwood* (Tenn.) *Times*, recently won the state championship in the "Know Tennessee" oratorical contest, launched by the *Nashville Banner*, with the *Knoxville Sentinel*, *Bristol Herald-Courier*, *Jackson Sun*, and *Clarksville Leaf-Chronicle* co-operating. The *Rockwood* editor was awarded the decision and presented with \$500 in gold and a handsome silver bowl.

Publisher Makes Gift to City

G. A. Buder, attorney and publisher of the *St. Louis Times*, has made his fourth gift of ground to the City of St. Louis for public benefit. Mr. Buder's first gift was Susan R. Buder Memorial Square, at California avenue and Hickory street, named for his mother, who was born 79 years ago and died in 1909. His next gift was a lot on Hickory street, west of the square, for tennis courts and then he donated a lot at the southwest corner of Ewing and Hickory as the site of a community house. The fourth gift consists of two lots, providing for the enlargement of the site for the community house.

INTERVIEW OWNERSHIP DEBATED IN COURT

Judge Dismisses Suit Brought by Helen Jenkins Against N. Y. Daily News, Alleging Violation of Literary Property Rights—Asked \$10,000

Can a person claim a literary property right to ideas and opinions given to a reporter and used by him in the form of an interview published in a newspaper?

Who owns an interview—the person interviewed, or the newspaper?

Lawyers debated these questions before Judge Mitchell L. Erlanger in New York Supreme Court this week, and the court, after hearing arguments on both sides, dismissed the case, but granted counsel of the "person interviewed" permission to file an amended complaint within 20 days.

Helen Jenkins, New York society girl, had brought suit against the *New York Daily News*, asking \$10,000 damages. Her claim, in substance, was that the *Daily News* had asked her to write for publication one or more articles dealing with the activities of New York society in general, and with debutante parties in particular. During negotiations between Miss Jenkins and a reporter for the *News*, the plaintiff furnished an oral statement of her plans for the form and substance of the articles, including her ideas, opinions, and conclusions on the suggested topic.

Subsequently, she decided she would not write the articles herself and declined to negotiate any further. The *News*, thereupon, used Miss Jenkins' remarks, given in the course of negotiations, in the form of an interview, published in the Sunday edition on Dec. 27.

Edward K. Hanlon, of Beekman, Boguc, Clark & Griscom, attorneys for the plaintiff, argued before Judge Erlanger that his client had common law literary property right to the ideas, opinions and conclusions which appeared in the interview without Miss Jenkins' permission, and that she had been damaged, therefore, to the amount of \$10,000.

Harry H. Van Aken, of DeWitt & Van Aken, counsel for the *News*, contended that the article was a mere report of an interview, such as is to be found in the news columns of every issue of every newspaper. There was no allegation that the defendant had been guilty of bad faith or that in making the publication had violated any confidence.

The sole question presented to the court, he said, was whether the publication by the defendant as a news item, of an oral statement voluntarily made by the plaintiff in the absence of any agreement on defendant's part that she would not be quoted, constitutes a violation of the plaintiff's property rights.

Mr. Van Aken quoted from the court's decision in the case of *Bristol vs. the Equitable Life Assurance Society*, as follows:

"Without denying that there may be property in an idea or trade secret or system, it is obvious that its originator or proprietor must himself protect it from escape or disclosure. If it cannot be sold or negotiated, or used without disclosure, it would seem proper that some contract should guard or regulate the disclosure, otherwise it must follow the law of ideas and become the acquisition of whoever receives it."

Mr. Van Aken said he had made a thorough search but was unable to discover any authority in New York state holding that the publication by a newspaper in its news columns of the unoriginal observations or opinion of a person with reference to a particular subject constitutes a violation of the literary property rights of that person.

"If such were the law," he declared, "the publication of a newspaper would be an impossibility. No publisher could undertake to defend the litigation which might deluge him if every person quoted in the news columns in each issue of a newspaper would assert his literary property rights had been violated. The fallacy of such a proposition is apparent from its statement."

"KEEP AFTER THE BEAR--DON'T CHASE RABBITS!"

This Injunction in Itself Is Liberal Journalistic Education, Says Macdonald DeWitt, New York Lawyer, Who Sums Up Newspapers Concern with Libel Law in Four Short "Don'ts."

By PHILIP SCHUYLER

"KEEP after the bear—don't go chasing rabbits."

Quoting a veteran newspaper man, Macdonald DeWitt, counsel for the *New York Daily News*, this week offered the above injunction as the first, and most important of four short "libel don'ts," which, he said, summed up completely a newspaper man's concern with the law of libel.

The other three DeWitt suggestions were:

"Don't be careless; don't make retractions hastily and, don't settle, unless you are positive you are in the wrong."

In his experience as libel lawyer, Mr. DeWitt said, explaining the first injunction, he has found that a great many libel suits grow out of incidental matter apart from the main theme of the story, just thrown in by the reporter. The reporter leaves off tracking the bear to go scurrying after a little rabbit. And, in consequence, he frequently stumbles into the libel bog. This one proverb, the lawyer said, is in itself a liberal journalistic education.

"I learned long ago that it is easy for a lawyer, when a question arises concerning a story that if not true is libelous to simply say, 'don't publish it,'" Mr. DeWitt began the interview. "But I also realized the significance of what William C. Whitney once said of Elihu Root. Mr. Whitney said that most lawyers, when he called on them for advice, told him what not to do, while Mr. Root told him what to do and how to do it.

"I have noticed when articles have been submitted to me prior to publication in a newspaper, that, while it is easy to tell the publisher not to publish them, what the publisher really wants to know is how the articles, or such a part of them as are susceptible to proof, can be safely published. I think, therefore, it is an important part of a lawyer's or editor's business to advise his staff how the story produced to be printed can be printed with safety to the publisher and with fairness to the person involved and to the public."

It was in giving such advice on one occasion, Mr. DeWitt declared, that he learned the apt phrasing of the first of his three libel don'ts.

A newspaper was exposing alleged immoral conditions in New York dance halls. In one article of a series, the writer had incidentally referred to a young woman, who, so the article stated, when she was about to leave a dance hall had "made up her mind" to go to a hotel with her escort for wrongful purposes. The statement had no real relevancy to the article itself. It was one of several statements in the series, which Mr. DeWitt thought should be eliminated, and he told the editor so.

"Send the writer up to see me," Mr. DeWitt suggested. "I want to give him some libel education."

The writer happened to be a newspaper man the lawyer had known for 20 years. Mr. DeWitt called attention to the fact that the statement regarding the intention of the young woman, involving as it did the operation of her mind, was impossible to prove, and, since it was defamatory, should not be published. He told him that elimination of this statement couldn't possibly affect the "punch" of the story since it had no real bearing on the point at issue.

The writer agreed and replied with the quotation which opens this article.

"This newspaper man has given good advice to all writers," Mr. DeWitt continued. "One of the most serious libel suits I ever defended grew out of a small four-line paragraph printed at the end of a six-column article. It could just as well have been left out of the story as not.

The following transcript from Earl Carroll's testimony in the famous bath tub perjury trial in New York this week, is pertinent:

Q. Did anyone fall into the tub, or was anyone pushed into the tub, or did anyone get into the tub? A. No. The newspaper accounts of what happened are so garbled there is no use doing anything about it.

Q. Have you begun libel action against any of them? A. You can't do anything with the modern newspaper.

Q. You haven't begun any actions have you? A. Well, I have actions against most of them already.

Macdonald DeWitt, for more than 20 years a defender of newspapers in libel litigation in New York, this week explains why judgements are rarely returned against the defendants in libel actions—why, in the words of Mr. Carroll "you can't do anything with the modern newspaper."

The attorney also lists four "libel don'ts" in this the 11th article obtained by EDITOR & PUBLISHER, stripping the libel law of legal verbiage.

"In my experience, I have found that in most libel suits where the publisher is at fault—and there are more libel suits where the publisher is not at fault than when he is—the error is due to carelessness. Often it concerns the bringing into a story of some incidental matter about some person not really connected with the main theme, so that no particular effort is made to verify the facts.

"Another common error is the writing into a headline some statement or inference not justified by the text of the story itself. Libel flourishes through lack of care.

"My second libel don't to publishers, editors and reporters is, therefore: "Don't be careless.

"So far, the series in EDITOR & PUBLISHER seem to stress the advisability of promptly publishing a correction or retraction, when a justified complaint is made. It is important, however, to remember that a correction or retraction should not be made hastily, or without careful investigation. An alleged correction of a true news story is not only unfair to readers, but also, if a suit is brought to trial after the publication of the alleged correction, the newspaper's defense that the original article was true would have little if any weight with a jury.

"I have found that in the great majority of cases where a mistake has been made through some inadvertence, the complaining person is well satisfied with a prompt and fair correction. Where suits are actually begun, on the other hand, what the plaintiff and his lawyers are looking for, in the majority of cases, is not the saving of a reputation, but rather hard cash.

"For this reason, my advice to publishers generally is: don't settle out of court unless you are positive you have injured the plaintiff.

"To settle complaints for libel by payment of money encourages a certain type of lawyer to bring libel suits. We have seen how personal injury damage suits against street car companies and then automobile owners have grown to mammoth proportions in the last 25 years. I believe that this growth, or a substantial proportion of it, is due to the policy that many public utilities and casualty insurance companies have adopted that it is cheaper to settle than to defend themselves in court. If the same policy was adopted by newspaper publishers, and it should be believed by lawyers and the public generally that newspapers were always ready to pay cash to save themselves trouble, I believe libel litigation would increase ten-fold.

"When I began to participate in the defense of libel suits more than 20 years ago, a great many more libel complaints were made and libel suits actually brought than there are today. This decrease in libel litigation is due, in my opinion, not only to the fact that the business of gathering news is now more

efficiently and carefully done than ever before, but also because the public knows today that while the publishers of newspapers are glad to make corrections of any mistakes that may creep into the news columns, they are also zealous in defending themselves against unjustifiable assaults in court.

"The only place, of course, where the actual damage caused by a libel can be ascertained is in a court before a judge and jury.

"I have found that in the great majority of libel suits brought against newspapers, the claims of the plaintiff are grossly exaggerated. Often attempts are made to show not only injury to the plaintiff's reputation, but also that the publication seriously affected the plaintiff's health, brought on a nervous breakdown, or some permanent disease. Sometimes a plaintiff claims he or she lost the affection of their family and friends, because of some publication, which anyone knowing the plaintiff intimately could see was an obvious mistake.

"These cases, it seems to me, must be met with a vigorous defense.

"It has been called to my attention that Earl Carroll, now so much in the public prints, has stated that newspapers garble their reports, and that 'you can't do anything against the modern newspaper.'

"Mr. Carroll is in part mistaken. Where a newspaper is at fault, the injured party has ample remedy. In fact the law takes most meticulous care of the reputation of an individual. Any statement, which reflects adversely upon a person's reputation, the law presumes to be false, to have been published maliciously, and to have caused actual money damage to the plaintiff's reputation and feelings. The law puts upon the newspaper publisher the burden of proving either that the published statement was true or that it is a fair report of a judicial proceeding.

"It is true, however, that it is only in exceptional instances that a judgment for a substantial amount of money damages is recovered against a newspaper. The reason for this is not because the law protects the newspaper publisher or because the resources of a newspaper are so great that it can protect itself against just claims in or out of court. The reason is, as I have found, that the average juror looks upon a libel suit from the standpoint of common sense.

"I have just tried a libel suit illustrating what I mean. A woman sued the *New York Sun*, because it printed a fair and accurate account of the contents of a complaint filed against her for alleged fraud, but not acted upon by the court. She claimed that since the complaint had merely been filed in the county clerk's office and had not been subject to court or judicial action, the newspaper had no right to publish its contents. The Sun had simply printed a fair account of what the complaint said together with what the plaintiff herself had given out for pub-

lication when the matter was brought to her attention.

"While the trial judge charged the jury that the newspaper had no right under law to print the contents of a complaint merely filed in the county clerk's office, the jury, as a matter of common sense, found that the action actually had been brought against the newspaper, that the plaintiff herself had talked for publication, and that there could have been no real damage to her feelings or reputation. In other words, the jurors disregarded the plaintiff's technical claim that the article was not privileged, and used common sense in dismissing a case, which should never have been brought in the first place.

"A somewhat similar case was brought against the Sun some years ago. The plaintiff had been indicted in connection with an income tax fraud case in the Federal courts, and on trial had been discharged because of insufficient proof. Suit against the newspaper was based on the claim that the article was not a fair report of judicial proceedings in the magistrate's court, because it contained statements which the assistant district attorney had given out to newspapers for publication.

"As a matter of fact, what the United States attorney had said was substantially what was stated in the complaint in the magistrate's court. The plaintiff's lawyer claimed that the newspaper account inferred that his client was guilty. The jury, however, using common sense, and comparing the complaint in the magistrate's court with the Sun's article, found that they were substantially the same. In fact, the trial court itself came to the same conclusion, and persuaded the plaintiff to withdraw his suit.

"To sum up, I would advise newspaper publishers by offering a paraphrase of what Polonius said to his son Laertes:

"Beware of entrance into a libel suit; but being in, defend it vigorously, so that the plaintiff will beware of you."

"When we consider the billions of newspaper stories printed during the course of a year in newspapers throughout the country, we can marvel not that we have an occasional libel suit, but rather that there are so few mistakes made, which justify the bringing of libel suits.

"I think the chief reason why it doesn't pay to bring libel suits against a modern newspaper is because the modern newspaper publisher tries to be fair and square and to print truthful news stories.

"The great majority of suits brought are 'strike' suits and are not pressed for the sake of vindication, but rather as a business enterprise. Libel plaintiffs try to capitalize on what is claimed to be a newspaper's mistake.

"Where litigation is brought against a newspaper as a business enterprise, it seems to me that a newspaper publisher should, by the most vigorous defense possible, make the plaintiff earn every penny of his claim."

Say "Good Luck" in Newspaper Space

Forty Sioux City professional and business men contributed the space used in a full page advertisement in the *Kansas City Post*, May 21, extending congratulations to Kansas City for gaining the business location of Cornish Beck, Inc., jewelers. The firm, which had been in business in Sioux City 30 years, took over the Cady & Olmstead Jewelry Company of Kansas City.

N. Y. Sun Starts House Organ

The *New York Sun* has started publication of a monthly house organ under the title "The Sun's Rays." Richard Lockridge is editor and Albert E. Barnard news editor.

CARL MAGEE, FIGHTING EDITOR, WILL GO ON TRIAL IN JUNE

Ready To Face Manslaughter Charges In Connection With Accidental Killing—His Son Writes History of Case For Editor & Publisher

By THEODORE P. MAGEE

Theodore P. Magee is the 16 year old son of Carl Magee, editor of the *Albuquerque* (N. M.) *State Tribune*.

CARL MAGEE is fighting his sixth year for clean politics in New Mexico. It has been six years of fistic encounters, libel cases, unfair trials, gun encounters, and illegal imprisoning such as has never before been written down in the history of the West.

The West is still "wild and wooly." All too plainly has this been shown in Magee's fight in New Mexico against the old Spanish dons and crooked politicians that have held a strangle hold on the citizens of the state since its admittance in 1912 to the Union.

I had been living in New Mexico since 1915 when my mother, my sister, and myself came here. My father remained in Oklahoma where he had oil interests and was also a prominent lawyer of north-eastern Oklahoma. In 1920 he made his decision to come to New Mexico. It was a year later that actual combat began.

When Senator A. B. Fall, New Mexico, was named Secretary of the Interior, it was an interesting development which should be noted. My father bought the *Albuquerque Morning Journal* from Fall shortly before Fall leased Teapot Dome. Fall at the time confided that he was "broke." Soon after the Teapot affair, expensive improvements were made on his ranch, and prosperity was manifest. This and other testimony offered by my father ripped the "lid off the Teapot."

When the Teapot started boiling the effect was felt in New Mexico. Activities against Magee were centered around Las Vegas, in San Miguel county. Magee spent most of the summer of 1923 in Las Vegas, where he was subjected to a libel suit. The libel was alleged to be against Chief Justice Parker based on the statement of Magee in his columns, that "We suggest nothing to Justice Parker. He has become too accustomed to old methods to see anything wrong in what has happened."

The prosecution presented evidence that the item had been published by Magee, and declared that it "reflected on the character of Justice Parker." The jury, composed of Spanish speaking jurors, agreed and Magee was accordingly convicted. Magee plainly stated later that the whole thing was a frame-up. A Spanish jury tried the case when it understood no English, the judge was openly opposed to Magee, the charge of libel was admittedly filed by someone besides Parker, who proclaimed that he did not ask for it.

Press freedom is a vital thing, and newspapers all over the United States took up the case. When my father made a trip east in the spring of 1925, he spoke to great audiences.

But his troubles had only begun when the Parker libel suit came up. He was forced to sell the *Journal* soon after he had bought it, and he commenced publishing *Magee's Independent* as soon as arrangements could be made. This was later turned into the *New Mexico State Tribune* which Magee now edits.

The following months after his first libel trial were spent in patient waiting. Already there were several contempt cases awaiting trial in Leahy's court, but Magee kept up the attack on crooked politics. In June of 1923 my father, in an article published in the *Tulsa* (Okla.) *Tribune* declared: "I am not hurt. I am not going to be hurt. But if I were, the price would not be too high if it finally released New Mexico from a situation which has ruined her."

Magee was hurt before his troubles came to a climax. In the summer of 1924 Magee was sent to jail by Judge Leahy on a "direct contempt" charge. It

was the first of the Dark Hours for us at home. Leahy convicted him in court of direct contempt during another contempt trial. He was about to be sentenced for contempt (on an item published some months before in the *Tribune*) and the judge asked him if he had anything to say.

Magee replied that he denied he was being given a fair trial and that this was a court.

Judge Leahy declared him in direct contempt and sent him to jail for three months. Magee was pardoned again as he had been at all other times by the governor. The sheriff, upon receiving the pardon, declared it not legal, and refused to honor it.

Word spread immediately that Magee was being held in jail. A half-hundred armed cowboys from north of Las Vegas rode to town and declared they would come out in an open scrap if anything happened to Magee. Great crowds of admirers and supporters gathered around the jail. Magee's attorneys finally dispersed them.

In the meantime General Skipworth, according to the Associated Press, was pleading for troops to forcibly free Magee from his imprisonment. It took two days for the sheriff to lose nerve, and when a habeas corpus proceeding was filed in the supreme court, Magee was released.

This was in the summer of 1924. Leaving father in Albuquerque during the warm months, we had gone to California. Father was held incommunicado in the prison, and the first we knew of the trouble was a streamer story in the *Los Angeles Examiner*. We were of one accord. California was no place for us, and conscious that dad had encountered his greatest trouble, we packed up and quietly started home. Reporters had found us, however, and our return was not unheralded.

I remember how the reporters had wanted pictures of us, but mother grimly refused, much to my disappointment.

When we arrived in Albuquerque father was out of jail and everything looked rosy to us.

But 1925, although it opened most promisingly, proved to be the blackest year in the history of the Magee family. It was a year of terrible tragedies which have left their marks on the whole family.

Judge Leahy had run for re-election as district judge—and had been beaten. My father had been appointed a member of the State Asylum Board at Las Vegas. On Aug. 20, my father and sister had gone to Las Vegas for a meeting of the board.

We had thought by this time that any danger was passed. There had been one time when he had been held up in a lonely Canyon many miles east of Albuquerque and would have been subsequently killed if a tourist had not suddenly shown up down the road.

Then there was a time that snipers shot at employees as they worked at night. There had been two or three fistic encounters which my father, who has passed 50, would have liked to avoid. Of course he was beaten in these fights.

But luck didn't last. My sister and father on the second night in Las Vegas were planning to attend a picture show. Dad was in the lobby of the hotel talking to a woman reporter while he waited for Gertrude, my sister, to dress. Glancing up, he saw Leahy enter the lobby of the Meadows with two companions.

He later related how his first impulse was to rise. But instead he remained in his seat and continued talking to the reporter. As he did so, however, he reached into his pocket and removed the safety catch on a small 25 caliber Colt which he carried around when he went to Las Vegas. Leahy had, he remembered,

threatened him on more than one occasion. Many times friends had said, "Magee, Leahy threatened to kill you this morning."

Leahy came on toward Magee and then apparently passed him by. Suddenly he struck out a little to one side and from behind. As he struck, he cursed bitterly. The blow hit Magee on the side of the cheek, and another on the other side toppled him on the floor. Leahy is a great man in size, and weighs more than 200 pounds. Those blows were powerful.

Still cursing, Leahy began systematically to kick the life out of his prone victim. Magee was in a daze. He was conscious that he was being kicked to death. Grasping the little gun, he cried "Stop or I'll shoot."

The gun was in his left hand and under him. He was so dazed he could not see, and the gun was almost harmless. Leahy laughed and continued to kick. Magee pulled the trigger.

And then the terrible thing happened. John Lassiter, a bystander made a dive to intercede for Magee. The bullet by a cruel trick of Fate lodged in his neck. He died in seventeen minutes.

A crowd, now gathering closer, thought the fight was over, but Leahy continued to assault Magee. The latter, stretched out on the floor, was growing weaker. Something said, "Shoot—shoot—or you'll die by not doing so." Queer things buzzed around him.

Aiming without eyesight, he mumbled, "Get away!"

Leahy kicked again and Magee shot twice. Both bullets lodged in Leahy's left arm. Leahy muttered an oath and turned away. Ten minutes later the political

enemies were doing their work, and Carl Magee was under arrest for first degree murder.

"We will demand the extreme penalty!" press men were told by officials.

Word spread in an hour, and all New Mexico was afire over the tragedy. My mother and myself at home were confronted with hundreds of friends who came to offer their services. Telegrams from all over the United States began pouring in before the night was half over.

Home-coming crowds from picture shows in Albuquerque stood around the streets awaiting an extra from the *Journal* which was going to press. Excited groups talked a thousand different versions of the affair. And then the extra recited the grim story.

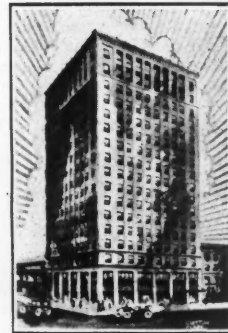
The next night when the train arrived in from Las Vegas, mother, braced for the arrival of dad, stood bravely by me as the train pulled in. A crowd of 2,000 supporters were behind us. Gertrude stepped off first. Her face was grave. The porter appeared with father leaning heavily on him. A great cheer, swelling larger and larger, shook the town as the mob saw him.

But Magee didn't smile. His jaws were swollen beyond imagination.

I assisted him off the train and he kissed mother. A doctor and an ambulance assistant pushed their way through the crowd and carried him away. The mob quietly dispersed. It had paid its tribute to Magee. Dark clouds did not matter. They were there to help through the Blackness of Trouble.

It was days before he grew better. We

(Continued on page 24)



Today in Jacksonville

At Forsyth and Main Streets, the strident sound of pneumatic hammers, driving hot rivets into steel girders, dwarfs all pessimistic doubts of Jacksonville's future. The new Lynch Building grows daily to new heights. Soon its seventeenth floor will sweep the sky and add another monumental structure to the skyline.

The Lynch Building shows explicit faith in Jacksonville's future, emphasized with an investment of \$1,500,000.

When such an enthusiastic community selects the Florida Times-Union in 95% of its homes, the tribute is very impressive.

The Florida Times-Union
~ JACKSONVILLE ~

DAILY, 53,000

SUNDAY, 70,000

THE NEW YORK TIMES

First in Daily City and Suburban Circulation

The average net paid circulation of the daily (week day) edition of The New York Times in New York City and suburbs (50-mile radius) for the six months ended March 31, 1926, was greater than any other New York morning newspaper of standard size, as was also the total daily circulation for the same six-months' period.

THE RECORD

	City and Suburban Average Net Paid Week Day Circulation	Total Average Net Paid Week Day Circulation
The New York Times.....	285,949	356,471
The World	261,064	287,694
The New York Herald-Tribune.	233,074	285,800
New York American	204,092	225,081

New York morning newspapers have an extensive sale in New York City and the suburbs. An advertiser who wishes the attention of all the people of the metropolitan district will act wisely to use all the morning newspapers.

While it is true that the sale of the daily edition of The New York Times exceeds that of any other New York morning newspaper of standard size, the special value of its circulation is its character—the intelligent, thinking people who read The Times. To reach this substantial group of unusual buying power, advertisements in The Times are essential.



FIVE BALTIMORE HEARST MEN FACE JAIL SENTENCES FOR CONTEMPT

News and American Executives and Photographers Tried for Taking Picture in Court in Violation of Judge's Order—To Be Sentenced Next Tuesday

"SUBSTANTIAL jail sentences," to be imposed next Tuesday, were promised Tuesday of this week by Criminal Court Judge Eugene O'Dunne in contempt of court proceedings against three editors and two photographers of the *Baltimore News* and *Baltimore American*. The papers published court room photographs of the Richard Reese Whittemore trial last week after Judge O'Dunne had given an order from the bench forbidding the taking of pictures in the court room.

When the case ended Judge O'Dunne announced he would find the newspaper men guilty unless new evidence is introduced.

"In my mind they are clearly guilty of contempt," the Judge said at the close of the hearing. "Unless circumstances arise to change my mind or they can before next Tuesday show sufficient cause, I will impose substantial jail sentences." A fifteenth century jailing of the Prince of Wales, later Henry V of England, for disobedience of an order of the Lord Chief Justice was cited by counsel as precedent for the imposition of jail sentences on the newspaper men.

Harold E. Elliston, managing editor of the *News*; Harry Clark, city editor of the *News*; Earl C. Deland, managing editor of the *American*, and William Klemm and William Sturm, photographers for the two papers, were cited for contempt by Judge O'Dunne, and summoned to show cause why they should not go to jail.

On the morning the trial opened Judge O'Dunne, sitting in his chambers before the session of the Court began, heard the sound of a flash-light explosion. He sent his bailiffs out to find the photographer who had made the photograph.

Klemm, it is said, answered the summons and on appearing before the Judge was addressed in this manner:

"Give me that photograph."

The photographer handed over a photographic plate and the judge broke it on his desk.

Later it developed—Klemm so testifying in court—that the photographer had handed the judge a blank plate, retaining the photograph.

It was also said that a photograph of the scene in the courtroom was made by a small camera with a time exposure and this was published in the *News*.

When Judge O'Dunne learned of the trick that had been played on him by the photographer he sent him to jail for contempt, later releasing him on bail until the time for his trial arrived.

Harry Clark, city editor, testified that he gave the orders to make the photographs in spite of the judge's orders forbidding it, telling his photographers

to get the pictures and talk about it afterwards. Photographer Sturm admitted making the pictures and said that he did so on orders from Mr. Clark.

"Do you consider your duty to your readers higher than your duty to obey the Court?" Judge O'Dunne asked Mr. Elliston, the managing editor of the *News*.

The editor replied that he did.

George Weems Williams and William L. Marbury, Jr., two of the most prominent members of the Baltimore bar, defended the editors and the photographers. They maintained that there was no disturbance of the court nor any interference with the course of justice in the manner in which the photographs were made and that, since that was true, the judge exceeded his authority in charging the defendants with contempt.

Judge O'Dunne called on the Bar Association of Baltimore to take part in the prosecution of the case and to appear as "friends of the Court." Jesse N. Bowen, president of the association and William C. Coleman, chairman of the judiciary committee of that body, appeared in court in that capacity. They took no part in questioning witnesses, but did make arguments after the taking of testimony had been finished. They maintained that the Court was within its rights in citing the newspaper men for contempt.

Photographs were not taken by photographers for other newspapers. Edmund Duffy, cartoonist for the *Baltimore Sun*, made some pencil drawings in the court which were published. There was no dispute about them.

A conference of representatives of local judges, the Bar Association and newspapers to fix the relations of newspapers to the Court has been suggested following close of the trial.

A.N.A. LEADERS TO MEET

Executive Committee Will Consider Membership Applications at Lancaster

Applications for membership will be considered by the executive committee of the Association of National Advertisers at a meeting to be held at Lancaster, Pa., June 23. S. E. Conybeare, Armstrong Cork Company, committee chairman, will preside. Edward T. Hall, vice-president of the Ralston Purina Company, and association president, will be unable to attend, since he sailed from New York, May 17, for an eight weeks' vacation in Europe.

Total membership of the A. N. A. is now 330, compared with 320 a year ago at this time, according to R. K. Leavitt, association secretary.

Members of the executive committee are: W. K. Burlen, New England Confectionery Company; C. F. Beatty, New Jersey Zinc Company; Carl Gazley, Yawman & Erbe Manufacturing Company; W. A. Hart, E. I. DuPont de Nemours & Co.; B. Lichtenberg, Alexander Hamilton Institute; Carl J. Schumann, Hilo Varnish Company; Evans E. A. Stone, Standard Oil Company of New Jersey; and J. S. Wichert, Mellins' Food Company of North America.

The committee will also discuss preliminary plans for the association's fall convention.

Vanderbilt Stock Permit Withdrawn

Permits for the sale of stock by the Vanderbilt Newspapers, Inc., have been suspended by the California state corporation department. Question as to the financial condition of the two Vanderbilt publishing firms led to the action by the commission following the suspension of the *San Francisco Herald* and the appointment of a receiver for the *Los Angeles Illustrated Daily News*, it was announced.

Flettner Praises U. S. Press

Anton Flettner, German inventor of the rotor ship Baden-Baden, praised newspapers of the United States in an address this week before the Advertising Club of New York. He was "amazed" he said at their "scientific accuracy." He told his audience he had heard a great deal abroad about newspaper sensationalism in America and was agreeably surprised by what he actually found.

A. N. P. A. DIRECTORS MEET IN NEW YORK

Organization of Traffic and Mechanical Departments Discussed—Funds Will Not Be Available Until September—Free Publicity a Topic

Directors of the American Newspaper Publishers Association met at New York headquarters May 27 to discuss plans for organizing the traffic and mechanical departments of the association, authorized by the members at the April convention.

L. B. Palmer, association manager, informed EDITOR & PUBLISHER, that funds to finance the two new departments added to the treasury as a result of a revision of membership dues, would not be available for use until September. Nothing definite, therefore, was determined by the directors.

Free publicity was also a topic at the directors' meeting.

Officers and directors of the A. N. P. A. are John Stewart Bryan, *Richmond News-Leader*, president; E. H. Butler, *Buffalo Evening News*, vice-president; George M. Rogers, *Cleveland Plain Dealer*, secretary; Howard Davis, *New York Herald Tribune*, treasurer; F. W. Bush, *Athens (O.) Messenger*; J. D. Barnum, *Syracuse (N. Y.) Post-Standard*; F. G. Bell, *Savannah (Ga.) Morning News*; Harry Chandler, *Los Angeles Times*; Paul Patterson, *Baltimore Sun*; Charles H. Taylor, *Boston Globe*; T. R. Williams, *Pittsburgh Chronicle-Telegraph*; and S. E. Thomason, *Chicago Tribune*.

The Arterial Highway of the Automotive Market

The real miracle of the American automotive industry is not so much in the manufacturing plants, where millions of standardized operations are performed under standardized conditions. It is rather in the markets where every car must be sold to some individual man or woman, where the conditions are as variable as the sands of the sea.

The six-day family newspapers are the arterial highways to this market. In Cincinnati nineteen cars are delivered on Times-Star Avenue for every ten that go from the factory to the user over the second highway. Two go via Times-Star for every one that goes via the avenue of the leading morning newspaper published on the same days. This statement is based upon the records of comparative display lineage carried by automobile makers and dealers in the Cincinnati newspapers during the year 1925.

In the local tire and accessory field, where the whole purpose of newspaper advertising is to sell the consumer rather than to extend out-of-town distribution, the figures are still more convincing. Accessory advertising in the Times-Star compares with that of the second afternoon newspaper as thirteen to eight. It is 7.75 times that of the leading week-day morning newspaper.

Tires are advertised in the Times-Star 75% more extensively than in the second afternoon newspaper, but the ratio of tire advertising in the Times-Star to that of the leading six-day morning paper is 7 to 1.

These figures tell the story of the relative values of daily newspaper circulations in Cincinnati. They emphasize the economy of the cost of display advertising in the Times-Star with its complete local coverage in contrast with the higher cost of reaching part of the market by any other medium or combination of media.

CINCINNATI TIMES-STAR

Member Audit Bureau of Circulations

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Martin L. Marsh, Eastern Rep.
927 Brunswick Bldg., New York

Kellogg M. Patterson, Western Rep.
904 Union Trust Bldg., Chicago

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KANSAS CITY
DES MOINES
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

CARTOONS GROWING IN POPULARITY CLIFFORD BERRYMAN SAYS

Washington Star Veteran Cites Government Officials and Congressmen Who Declare Powerful Cartoons Influence Political Contests—Backs Them Against Humorous Writing

By MARY M. CRENSHAW

IS the cartoon losing its popularity? With his long experience as cartoonist on the *Washington Evening Star*, Clifford K. Berryman ought to know if anybody does, and he says emphatically no.

"If it is passing I am in the wrong pew to know about it, for hardly a day dawns that I am not importuned to make cartoons for various causes," he declares.

Warming to his subject he continued, "Waning cartoons, eh? Why, even the few practically pictureless papers that refuse to indulge on week-days, always have a generous supply on Sunday and they are good ones, too. If Leon Trotsky lives long enough to do what Bill Hohenzollern failed to



C. K. BERRYMAN

of the man that he never caricatures a face, confining his ironic treatment to the bodies of his subjects. This is in sharp contrast to some of his colleagues who distort the features to the point of grotesqueness. Not yet have we forgotten Harding's jungle eye-brows as portrayed by Herbert Johnson.

As a cartoonist at the National Capital for some 35 years Mr. Berryman is in a position to feel the pulse of the people and to know whether their interest in pen-pictures is abating.

"If it is," he says, "the men and women I have been meeting for a third of a century are all eligible to T. R.'s famous old Ananias Club. Presidents, Vice-Presidents, Speakers of the House, members of the Cabinet and of both houses of Congress have been, straight through, puffing me up with the importance of the cartoon in moulding public opinion and in pointing out facts and fallacies.

"Right now, assuming that Washington may not be the first place to realize the decline of the dear old cartoon, re-

filthy lucre on my pictorial colleagues. I have often studied and greatly enjoyed news photographs, but none of them have ever been as full of thought, and as comprehensive, as the productions of the cartoonists. Nay, nay. We may revert to the hoop skirt, to the long street cleaning costume feminine, we may even go back to the one-horse shay—aye, we may return to the dog sled for polar pleasure trips; but we won't retrograde to the pre-cartoonist era."

Mr. Berryman then referred to the fact that 35 years ago *Punch*, which has been one of the great influences in developing this form of art, celebrated its fiftieth anniversary. Fifty years of pictorial progress! And today, as that great English comic nears its centennial, it is stronger and better than ever. Thomas Nast, who was the pioneer cartoonist in America, conducted a terrific tirade against the Tweed thievery which is still vividly remembered. Nast has passed on, but where he practically stood alone, an army of artists now carries on his fight for pitiless publicity.

Mr. Berryman thinks that the syndicates have helped the cartoon in giving the general public a chance to become familiar with the work of the great masters of the cult. Small towns, where circulation does not warrant the services of a special artist can now obtain the work of well-known men. Through the syndicates cartoons can be produced at approximately \$2.50 a day where they would cost from \$25 to \$50 if drawn for the paper alone, Berryman said.

"No," repeated the cartoonist, shaking his impressive head, "the cartoon is not dying as long as the work of such men as Herbert Johnson, who reaches 2,000-

000 through the *Saturday Evening Post* each week; as John T. McCutcheon, known by everybody in the mid-west who can read; as Jay N. Darling, one of the greatest cartoonists that ever lived; as C. K. Sykes, of the *Philadelphia Public Ledger and Life*; Billy Ireland, *Columbus Dispatch*, veteran at the game; Rollin Kirby, of the *New York World*, up-to-the-minute cartoonist; B. R. Fitzpatrick, *St. Louis Post-Dispatch*; J. H. Dohoney, *Cleveland Plain Dealer*, clean, good, snappy; Edwin Marcus, of the *New York Times*; W. A. Rogers of the *Washington Post*, for years on *Harper's Weekly*, dean of American cartoonists, who has been doing this thing for 40 years, continue to retain popularity."

The speaker modestly refrained from including his own name though his life is an outstanding example of achievement along this line. He was born April 2, 1869, in Woodford County, Kentucky, one of 11 children. He lost his father at the age of ten. His advantages were few but his talent, and doubtless his personality, too, caught the attention of Senator Blackburn of that state, who brought him to Washington and placed him in the drafting division of the Patent Office, where he was thoroughly trained in mechanical drawing. His life ambition, however, was to become a cartoonist. In realizing this ambition success has come to him. In 1921 George Washington University gave him the honorary degree of Master of Arts. He is now president of the Gridiron Club, limited to 50 newspaper men, with membership for life. Mr. Berryman is the first cartoonist who has been president. To many he is best known as the originator of the "Teddy Bear."



A recent Berryman cartoon

do a few years ago, we may see the cartoon's career curtailed and crippled; or if Mussolini, in the coming years, should rule the world from Rome, that might indeed put the cartoonist on bread and water; but those contingencies are not immediately threatening.

"No! While Uncle Sam and John Bull sit at the Civilization Conference Table, the cartoonists can eat three square meals a day and enjoy a mild beverage for a nightcap. Some of them may even continue to indulge in an eiderdown quilt occasionally. Struggle to get a strangle hold on any street car strap—glance around and see if your fellow passengers are reading the cold type stories. They are not. It's the comics and the cartoons that their noses are rubbing."

Mr. Berryman's blue eyes twinkled. As he sat defending his chosen form of expression, he himself made a striking picture. Thick, wavy white hair over dark brows, periwinkle blue eyes, broad shoulders, a hearty laugh—that's Berryman. A vivid personality. Small wonder that many of the most distinguished men in Washington journey up to his little office on the seventh floor of the Star building to talk to him or lure him out for a game of golf. It is characteristic

member that representatives of every constituency of Uncle Sam are here and evidently they feel no weakening of this medium 'back home' for they still claim that a good picture is a supreme asset in any strenuous campaign.

"What can a cartoonist tell the public that a writer or photographer cannot tell? Let us take the lazy man—and there are such!—or the weary business man after a hectic day. His eye travels first to the cartoon, for it is the striking current event, the outstanding feature of the news, served up to him in a condensed and arresting form. His interest is aroused by it, then he reads.

"I remember," laughed Mr. Berryman, "that as a youth down on the banks of the Kentucky River, my native heath, the only picture that ever appeared in our weekly paper, was a Syrup of Figs ad. I used to try not to look at it, but it stood out like the Washington monument on the 15 or 20 pages of cold, monotonous type.

"Just print the best stuff produced by Will Rogers, Irvin Cobb, Ring Lardner and the score of other clever paragraphers alongside a cartoon by Darling or Sykes or Johnson, and see which will get the first attention. I am putting my

Space Buyers

Classified Advertising



—flows into the columns of the dominant medium as naturally as water runs down hill.

Thus, the classified situation in the Miami Trade Territory is significant:

88,485 classified advertisements were published in Miami during April, last:

71% of them appeared in The Miami Herald. The remaining 29% (virtually all duplications of advertisements carried by The Herald) was divided among the three other papers.

The Miami Herald

"Florida's Most Important Newspaper"

NATIONAL ADVERTISING REPRESENTATIVES:

J. P. McKinney & Son

NEW YORK

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SAN FRANCISCO

Geo. M. Kohn, 704 Walton Bldg., Atlanta

*The Treasured Area
Between
Two Dividing Lines*

• •
TRENTON, N. J.

Over the boundaries of two of the greatest Metropolitan areas of the World, the Trenton Territory is a community unto itself, where people buy, read and depend upon

The Trenton Times

In this radius are approximately 250,000 folks—they live, work and spend here.

Most every important product which the world needs and uses in its everyday life is represented in Trenton's manufacture.

Through THE TIMES you get complete coverage of the Trenton Territory with one advertising appropriation.

• •
National Representatives

KELLY-SMITH COMPANY

Marbridge Building
New York City

Waterman Building
Boston, Mass.

Atlantic Building
Philadelphia, Pa.

Tribune Tower
Chicago, Ill.

NATIONAL ADVERTISING CHIEF N. Y. TOPIC

State Associated Dailies to Hear Ohio Select List Plan at Ithaca Meet— Weeklies to Discuss Blanket Representation

With the plans of the New York State Associated Dailies and the New York Press Association approaching completion indications are



CHARLES H. CONGDON

that the week of June 13 will witness one of the largest gatherings of newspaper publishers ever held in Ithaca.

The convention of the New York State Publishers Association will be held there on June 16 and 17, and that of the New York Press Association on June 18 and 19 with the Associated Dailies overlapping both of the meetings.

Charles H. Congdon, general manager of the *Watertown Times* and president of the State Dailies, has announced that the summer convention of his association will begin with a dinner in Willard Straight Hall, Cornell University, Thursday evening, June 17. Early arrivals for the convention of the New York Press Association will be welcome at the dinner.

Members of the daily group will hear C. H. Spencer, editor and general manager of the *Newark (O.) Advocate*, and secretary of the Ohio State List, speak on "The Workings of the Ohio State List." A committee of the Associated Dailies composed of E. D. Corson of the *Lockport Union-Sun and Journal*, E. M. Waterbury, *Oswego Palladium-Times* and William H. Clark, *Cortland Standard* have been making a study of group representation in the national field. Mr. Spencer will tell of the operation of a similar plan in Ohio.

If time permits, discussion of other publishing problems will follow that of group representation, Thursday evening. A second business session will be held Friday morning. As has been customary in the past, the question box will be the method used. Work of obtaining questions and answers has already been started by Secretary E. S. Underhill, Jr. of the *Corning Leader*.

The first event on the program of the New York Press Association, of which



ELMER CONRATH

Elmer Conrath of the *Cuba Patriot* is president and Jay W. Shaw of Elmira, secretary, will be a dinner on Thursday evening, June 17, at Willard Straight Hall. This will be followed by a meeting of the executive committee.

Consideration will be given at the first business session the following morning to the report of a committee on representation for the weekly newspapers of the state in the national field. A contract offered by the American Press Association will be presented for discussion but action will not be taken until Saturday morning.

The business session on Friday will conclude with a luncheon at 1 P. M. The remainder of the day will be given over to a tour of Cornell University with tea at the Forest Home Inn at 4 P. M. The banquet will be held in Willard Straight Hall at 6:30 P. M.

One of the special features of the Press Association convention will be a newspaper exhibit and analysis by Professor Bristow Adams, head of the publication department of the New York State College of Agriculture, at Cornell University.

TENNESSEANS' PROGRAM READY Eastern Editors' Group to Meet at Elizabethton Aug. 12-14

The East Tennessee Press Association will hold its annual meeting at Elizabethton, Tenn., Aug. 12-14, the program for which has just been completed at a meeting of the executive committee held in Knoxville.

The program follows: Thursday night, Aug. 12.—Reception at Lynwood hotel, Elizabethton, by Chamber of Commerce.

Friday, Aug. 13.—9 a. m., welcome address by E. R. Lingerfelt, city manager; response, J. A. Holston, Rogersville; business session, naming committees; "The Paying End of the Printing Game, Job Shop, or Paper?" Frank H. Lovette, Elizabethton; "Some Plans to Boost Patronage," R. P. Sulte, Newport; general discussion. Afternoon session—"International Press Foundation, A Haven for Worthy Editors," T. U. Crowley, Clinton; sight-seeing trip and banquet at night.

Saturday morning, Aug. 14.—Report of committees; election of officers; "Legal Advertising by the State and Government," E. M. Hardy, Morristown; "More Concerted Action for Mutual Success," T. F. Peck, Etowah; general discussion; special trip to the Gorge.

Solomon B. Griffin's Estate \$288,541

Solomon B. Griffin, for many years managing editor of the *Springfield Republican* left an estate of \$288,541, according to inventories filed for probate May 20. In addition to his newspaper interests, Mr. Griffin was president of a paper manufacturing concern.

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



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

Our last Campaign was run:

Name of paper _____ City _____

By _____ Title _____ State _____

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

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

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

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

KEYSTONE PUBLISHERS TO MEET JUNE 28-29

Summer Meeting at State College, Pa., Expected to Draw 130 Daily and Weekly Proprietors—Stewart to Preside

Plans for the summer meeting of the Pennsylvania Newspaper Publishers Association at State College, Pa., were discussed at a meeting of the executive board held in Harrisburgh, Monday, May 24. President John L. Stewart, publisher of the *Washington (Pa.) Observer and Reporter*, was in the chair for the first time since his trip around the world.

Monday and Tuesday, June 28 and 29 were decided upon as the dates for the gathering. It is expected that 130 daily and weekly publishers will be present with their wives and guests.

The morning of June 28 a meeting of the weekly division in charge of Vice-President Charles M. Meredith, of the *Quakertown Free-Press* and a meeting of the daily division in charge of President John L. Stewart will be held. The afternoon will be devoted to golf and other



JOHN L. STEWART

sports. Meals will be served at the State College Country Club and the visitors will be quartered in the college dormitories. Tuesday morning a general meeting of the entire association will be held and the afternoon will be given over to a tour of the college campus and buildings, and golf. A banquet will be served in the evening at the country club.

Invitations to the meeting will be sent to every newspaper publisher in the state. State headquarters are maintained in charge of manager Albert W. Fell, former manager New England Daily Newspaper Association.

if you have something to SELL—

- and it's good
 - and you want other folk to know it's good.
 - thrifty folk who have money and the habit of spending.
 - people who live in the prosperous Cleveland market
- then— you must tell them about it through

The Ohio's Greatest Newspaper Cleveland News DAILY and SUNDAY

Represented Geo. A. McDevitt Co. by 250 Park Ave., New York 914 People's Gas Bldg., Chicago

Last week, 86,751 Brooklyn people walked up to a newsstand and bought the Standard Union once a day for seven days.

Is this army marching toward you, also?

R. G. R. Johnson President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

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The Man Who Makes Figures Talk

Distributed by

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

What Price Circulation?

Advertisers and their agents continue to increase the cost of advertising without proportionate increase in value. They encourage too keen competition among newspapers and all other publications for circulation.

Circulation is the most tangible and most popular, if not always the best, measure of a publication's advertising value.

In a natural desire to win the prize—the national advertising contract—a publisher forces his circulation beyond the point of profitable returns, increasing the cost of production and of advertising.

Such circulation is worthless to the advertiser, agency and publisher alike.

Among the cardinal principles of appraising newspaper and other periodical values are the character, sincerity of purpose of the publisher and his representative, the business management and financial structure of their organizations.

Inflated circulation will cease to be sold just as soon as the advertiser ceases to buy it.

Why not stop it?

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

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CHICAGO

KANSAS CITY
SAN FRANCISCO

NEWS MAN'S STORY BEHIND SENATE'S PENNSYLVANIA SLUSH FUND PROBE

Leo R. Sack of Pittsburgh Press Told of Huge Sums Being Spent and Predicted Vare's Victory—Called "Accurate Reporter" by Harrison

By J. BART CAMPBELL

U. S. SENATOR PAT HARRISON late last week wheeled toward the Senate Press Gallery with one hand waving a copy of the *Washington Daily News*, the Scripps-Howard tabloid published at the National Capital.

The index finger of the Senator's other hand was thrust upward toward the rows of newspaper correspondents bent over copy paper with pencils poised to catch the vitriolic irony of the fiery Mississippian's slap-bang utterances.

"We all know Sack!" shouted Harrison. "Leo R. Sack is known to us as an accurate newspaper correspondent!"

A little, wiry, bespectacled young man, slumped over one of the long, narrow writing tables of the Press Gallery, became suddenly the cynosure of attention. He seemed to shrink before the finger of the Mississippi Senator.

"There he is," continued Harrison, "the author of this story, written by him at Pittsburgh, toward the close of the Pennsylvania campaign, in which he charged that from \$2,000,000 to \$5,000,000 was spent collectively by Vare, Pepper and Pinchot, the rival Republican candidates for U. S. Senator, and their friends and supporters."

U. S. Senator David Reed of Pennsylvania entered the chamber.

"I do not think Sack was in a position to know just how much money was spent by either side in the Pennsylvania primaries," volunteered Reed.

"Certainly not in as good a position to know as the junior Senator from Pennsylvania, I grant you," was Harrison's rejoinder. "But whether or not Sack enjoyed the close contact with some of those who helped finance Senator Pepper's campaign that Senator Reed did, I think these charges Sack printed should be looked into."

Came the smooth, penetrating voice of Senator "Jim" Reed, of Missouri, a few feet from where Harrison stood. He was urging immediate consideration of his resolution, offered a few days previously for a Senatorial investigation of all expenditures in Senatorial campaigns this year. His cousin and namesake—the junior Senator from Pennsylvania—leaped to his feet with an objection, only to be overwhelmed soon thereafter by a vote that set into motion the machinery of another Senate "smelling committee" as provided by the Missouri Senator's resolution.

"Sack turned the trick," Harrison and



Leo R. Sack

"Jim" Reed agreed later. "We will have him before the investigating committee and see if he cannot tell us where all of this Pennsylvania money came from and where it went."

Leo R. Sack is one of the younger members of the Washington corps of newspaper correspondents. By an odd coincidence, he is a native Mississippian like Pat Harrison. The soft purr of the Southerner's tongue conceals partly the dynamic energy that keeps him stepping from Senate Press Gallery to House Press Gallery and through Senate and House office buildings every working week day as the Washington correspondent for the *Pittsburgh Press*, Scripps-Howard newspaper, and the Ohio "string" of the Scripps-Howard organization.

Sack knocked about Texas newspaper offices before he came to Washington "befo' the wa'." The departure of the A. E. F. overseas found him in France in the aviation branch of the service. After the armistice he returned to Washington and the Scripps-Howard service.

When Sack was assigned to accompany Secretary Mellon to Pittsburgh a few days before the Pennsylvania primary election he discovered, after making the careful inquiries of a trained newspaper-

man, that a stream of gold was pouring over Pennsylvania. His story of the millions of dollars being used to garner millions of votes, written originally for the *Pittsburgh Press*, found its way under his signature into all of the Scripps-Howard newspapers.

Returning from Pittsburgh on the eve of the Pennsylvania election, Sack remarked laconically to some of his associates at the National Press Club, "I may lose playing dominoes, but believe me I have bet my all on Vare to win, and Mrs. Sack will be wearing a new hat after the Pennsylvania votes are counted!"

Sack predicted the victory of William Scott Vare over George Wharton Pepper, and the Scripps-Howard papers heralded that triumph of the Pennsylvania "beer candidate" for the U. S. Senate with the streamer "VARE WILL WIN, Sack says."

"And," said Senator Pat Harrison, "if Leo R. Sack asserted that from \$2,000,000 to \$5,000,000 was spent by the Republican Senatorial candidates in Pennsylvania the chances are he knew what he was writing about just as he did when he prophesied that Vare would win. In all my personal relations with Leo R. Sack since he has been 'covering' the Capitol I have never known him to write a line that wouldn't bear the searchlight of truth. I believe he has done a public service in showing up the Pennsylvania 'slush funds' and I hope he has started something that will permit a poor man in the future to run in Pennsylvania for the U. S. Senate."

Houston Chronicle to Build

A ten-story annex to the *Houston Chronicle* building, with a tower surmounting the building is being planned, it has been announced. Two new subsidiary corporations of the Chronicle have been chartered. One is the Chronicle Realty Company and the other the Chronicle Building Company. These companies were organized to acquire real estate and buildings in connection with the newspaper's activities. Directors are Jesse H. Jones, M. E. Foster, J. F. Wolters, W. O. Huggins and Paul Kayser.

A. B. C. DIRECTORS TO CANADA

Will Hold Annual Canadian Meeting In Hamilton, Ont., June 11

The Board of Directors of the Audit Bureau of Circulations, which each year holds one meeting in Canada, will meet in Hamilton, Ont., Friday, June 11, at the Royal Connaught Hotel.

At the close of the business session in Hamilton, members of the board will proceed to Niagara Falls, where the annual Canadian dinner will be held at the Clifton Hotel at 7:15 p. m., June 11.

On Saturday morning June 12, board members will be guests of the publishers of Hamilton at the Ancaster Golf Club and in the afternoon at the Hamilton Jockey Club.

Catholic Weeklies Merged

Merger of the *Cleveland Catholic Bulletin* and the *Catholic Universe* into a single weekly newspaper to be known as the *Catholic Universe-Bulletin*, has been announced.

Our Customers Write Our Ads

San Francisco, Calif.,
Chung Sai Yat Po
Says—

"We are perfectly pleased with our DUPLEX FLAT BED press. It is running smoothly like a sewing machine."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

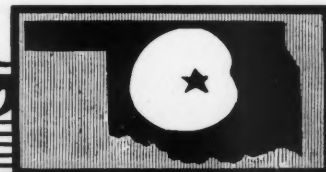
Duplex Printing Press Co.
BATTLE CREEK, MICH.

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Oklahoma City is the only Oklahoma stop on the Southwestern air-mail route. The 728,624 people of Oklahoma City's trade territory are now 9 hours, 20 minutes from Chicago, 19 hours, 35 minutes from New York.

The Oklahoma City market growing in wealth, in size, in importance and in accessibility is covered *thoroughly and alone* by the Daily Oklahoman and Oklahoma City Times.

Represented by E. KATZ Special Advertising Agency
New York Chicago Kansas City Detroit Atlanta San Francisco



Now—

298 Subscribers—

... and still going up and UP on "results" alone. The Newspaper Publishers who really know our service are the ones who use it—others are offered a two months trial test as final proof that our service is the only practical solution to their checking proof problem.

The Advertising CHECKING BUREAU Inc.

538 So. Clark St.
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79 Madison Avenue
NEW YORK



Under the "Iowa plan," these 28 daily Newspapers pledge uniform marketing cooperation throughout the state. You may deal with them as with one publication if you wish.

Twice as many have high school education—in Iowa

25.5% of all Iowa people 18 years old have finished a four-year high school course.

That is more than double the percentage for the United States at large (12.7%). Authority—the Government's latest Statistical Survey of Education.

This, of course, is only a sidelight on Iowa's desirability as a market, but it helps show the high living standard of Iowa people.

Iowa has the lowest percentage of illiteracy of any state.

Her per capita, taxable wealth exceeds the nation's average by 51%.

By every possible measurement, this market is exceptionally worth while. More people here—on the average—are **willing and able** to buy your goods.

The sure, economical way to talk to these **preferred prospects** is through their daily newspapers. Practically every family in the state reads a daily paper **every day**.

These 28 leading Iowa Daily Newspapers thoroughly cover the state. (Total circulation—571,151. Families in Iowa—550,000).

We will be glad to send you rates and full information; also to explain our "Iowa plan" of marketing help.

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

TRIPLE-CHECKING ADVERTISING MAKEUP ON COMBINATION NEWSPAPERS

Greensburg (Pa.) Tribune-Review Uses Two Forms for Each Piece of Copy, One to Make-up Man, Other to Book-keeper—Double Cards for National Advertisers

By **ERROL DERBY**

City Editor, Greensburg (Pa.) Tribune Review

INTRICACIES of working out display advertising schedules, both local and foreign, as well as checking and book-keeping of many accounts for combina-

tion newspapers have been successfully solved by a system put in use by the Tribune-Review Publishing Company, of Greensburg, Pa.

of rates was drawn up, where at a glance, these advertisers were able to realize the advantages of using the two papers instead of formerly only one. In this par-

tion newspapers have been successfully solved by a system put in use by the Tribune-Review Publishing Company, of Greensburg, Pa. The system is used by a company which publishes both a morning and an evening newspaper in a community of 35,000 persons. Continued newspaper mergers in various parts of the country have brought up the same problems and they have been worked out in a variety of ways, some advantageously and some not yet satisfactorily to their owners. The forms and ideas as incorporated for the Tribune-Review have undergone the examination of national agencies and many individual publishers of merged papers where morning and evening editions are produced in one establishment and met with endorsement and adoption. One of the problems to be faced in the morning and evening merged field is that of rate—in fact that is always a problem in all cases—but here scales of advertising rates must be so arranged that the advertiser knows it is better to use both papers rather than one. The most serious problem, therefore, growing out of rates in the combination field here cited, was the effect of the merger on advertisers, who in the past, had carried their advertising accounts in only one medium. Under the combination they had to be sold on the dual idea. The result was that an attractive scale

just the questions you have asked to be considered and weighed well. We did not dare offend any of our patrons, of either the morning paper or our own (Mr. Kuhns had been advertising manager of the evening paper previously). There were accounts which the morning paper carried which we did not, and vice versa. We could not afford either, to lose a single contract.

"We decided that so far as practicable we would give the advertisers all the latitude possible without completely wrecking our own plans. We felt from the first that the advertisers should be permitted to start advertisements in either edition and be carried over to the next. That is they can start an ad in our evening paper, which is the Tribune, and have it run in the Review the next morning. The one stipulation made, of course, is that copy cannot be changed, except wherein a 'time element' might appear.

ment, size, position and source. This latter is important. When working in combination the way we do there are three possible sources for obtaining the set ads—from the morning or evening edition, the ad alley or an ad bank. Form B goes to the make-up man and all of the Form A's are turned over to the bookkeeping department. I might mention too, that the make-up men check off the ads placed in the forms on Form B.

"The bookkeeping department checks the paper against these original sheets, or Form A, in order to make the proper charges for the day to each advertising account and also checks on correct insertions. Therefore, you can see, the two forms give an absolute double check in each issue of the paper—that is, the B form by the make-up men and the A form by the bookkeeping department. This eliminates any error or missed insertion, we have found. If there has

TRIBUNE-REVIEW

Date

Advertiser

No. of Insertion

Space

Starts (morning) (evening)

Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.				
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	tf.

Rate

Clerk

Remarks

Form A

On this form the edition in which a local ad starts is left unmarked the other crossed out.

tion newspapers have been successfully solved by a system put in use by the Tribune-Review Publishing Company, of Greensburg, Pa. The system is used by a company which publishes both a morning and an evening newspaper in a community of 35,000 persons. Continued newspaper mergers in various parts of the country have brought up the same problems and they have been worked out in a variety of ways, some advantageously and some not yet satisfactorily to their owners. The forms and ideas as incorporated for the Tribune-Review have undergone the examination of national agencies and many individual publishers of merged papers where morning and evening editions are produced in one establishment and met with endorsement and adoption. One of the problems to be faced in the morning and evening merged field is that of rate—in fact that is always a problem in all cases—but here scales of advertising rates must be so arranged that the advertiser knows it is better to use both papers rather than one. The most serious problem, therefore, growing out of rates in the combination field here cited, was the effect of the merger on advertisers, who in the past, had carried their advertising accounts in only one medium. Under the combination they had to be sold on the dual idea. The result was that an attractive scale

tical case the contracts sold 100 per cent in combination.

How was the advertising to be handled on a contract basis?

Was the advertiser to be forced to use his advertisement the same day in both

REVIEW

DATE 1926

ADVERTISEMENT	NO.	POSITION	SIZE

Form D

Form D is condensed here by omission of lines. It goes to the make-up man.

"For instance if the advertisement for the evening paper says 'Tomorrow,' then we will change that in the morning edition to read 'Today.'

"National advertising is handled on the same basis as local," Mr. Kuhns continued, "except that a forced combination is demanded. This is not the case in the local field but it is seldom that any advertiser uses but one edition. It's too expensive."

The advertising accounts system of the Tribune-Review, in reality forms the basis for the comment on the problems and how they were solved which Mr. Kuhns made. After all the "system"

been the latter, for instance, Form B checks against the make-up man; Form A against a clerical error in not having the proper notation on the schedule sheet (B) while both at the same time will tell whether or not the bookkeepers made a mistake in entry should a complaint be registered about a charge. Both forms A and B are filed.

"Form A is used for both papers while separate Form B's must be filled out for each edition. We use yellow paper throughout for morning accounts and green for evening.

"In regard to national advertising," went on Mr. Kahns, and really the entire system is much easier to operate than it is to explain how it operates, "the system is equally as simple and just as effective. It differs, but in one respect, from our handling of local accounts in that two cards must be kept, one for each paper—Form C. Here, as in local advertising, yellow denotes a morning paper account and schedule and green an evening. Inasmuch also as we have the forced combination in the national field the cards must be duplicated, because these advertisers, too, are given the privilege of beginning their advertisements in either edition and carrying over.

"Form C will carry a six months' schedule of advertising. The card is filled out and filed under the date of first insertion after the proper notations are marked at the lead. When the days roll around the cards are lifted, number, position, name and size entered on Form D, and this latter, as in the case of Form B, goes to the make-up man. The cards are then re-filed under the next scheduled date of insertion. Every six months, of course, the national accounts must be re-scheduled on our cards. Also from these cards the correct charges are made by the bookkeepers.

"Let us go to the advertising 'morgue.'" This, I might explain, is a commodious, well lighted room, containing little except bins or shelves of all sizes. These are filled with the foreign advertising material and all is arranged in alphabetical order. It is but a minute to pick out the plates and copy for the next day's insertions, from Form D.

Form D is also the dummy for the make-up men and with it and Form B, they make up and check their ads against them.

"Is that all there is to it?" I inquired. "One thing more," said Mr. Kuhns and we went to the bookkeeping department.

"The ledger sheets for both foreign and local accounts are identical with the schedule sheets (B and D), and the advertisements are charged on the date of the first insertion."

ADVERTISEMENT	AGENCY	ADDRESS

RATE	POSITION

AD. NO.	AD. NO.	AD. NO.
1	1	1
2	2	2
3	3	3

Form C

The numbers on this form run on down to 31. It will carry a six-months' schedule of national copy.

papers or given the option of starting his advertisement in the evening paper and having it carried over for the morning of the following day, or starting it in the morning paper and having it carried over to the evening?

Was local advertising to be handled the same as national or would there be separate governing rules?

"It had to be figured out very carefully," recounts J. Floyd Kuhns, advertising manager. "There were more than

was but the evolution of the matter-of-fact problems which the organization had to meet. The "system" is "fool-proof" and forms a constant check on three departments of the business—make-up—bookkeeping—as well as the advertising department itself.

"Two sets of forms are used, one for local and the other for national display advertising," the advertising manager continued. "I will explain to you just how it operates. Let us first take the local contracts.

"When an advertisement is first brought to the office by the solicitors or copy boys, we take Form A, which shows the name of the advertiser, number of insertions, space and editions. The edition in which the ad starts being left unmarked and the other crossed out. The month and date are circled and the other blanks filled in. This form is filled out for every local display advertisement. The data on these slips is then transferred to Form B when it comes time to make up the 'dummy.'

"Form B, as you will readily see, does away with an advertising make-up 'dummy,' except wherein one must be provided showing the layout of the ads for the editorial department. Our make-up men work directly from these sheets which show the name of the advertise-

REVIEW

DATE

ADVERTISER	SIZE	POSITION	SOURCE

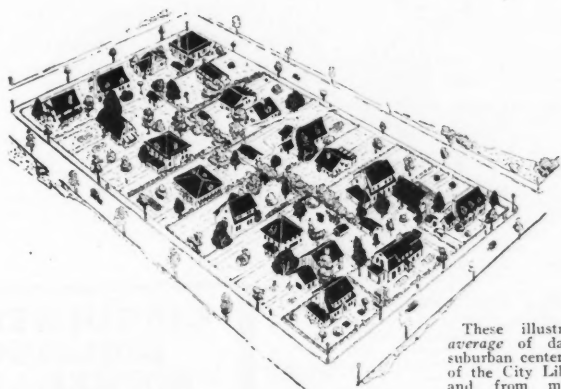
NO. OF PAGES PICTURE PAGE FEATURE PAGE

REMARKS:

Form B

Form B (condensed above) is foolscap size. Make-up men work direct from these sheets.

Appraising the Units of Your Sales Area



These illustrations are typical, being an average of data obtained from a study of suburban centers, from the reference department of the City Library, from income tax statistics and from motor car registration records.

THE SUBURBAN UNIT

HERE is a typical better-class residence unit from which the New York merchant draws his suburban sales. Twenty families, or a population of about 85, live in this suburban block, with an average income of about \$4,000 per family.

The average rental of these twenty homes would approximate \$1,800 per year, or if owned, they would represent an average value of \$12,000 each, or a total valuation for the unit of \$240,000. Each family probably owns an automobile at an average cost of \$1,000.

This suburban unit is within 25 miles of the city. Each housewife here "goes to town" perhaps once or twice a month, filling in most of her household needs from the nearest suburban shopping centre. The cost of delivering the merchandise which she purchases in New York is about double the cost of the big stores' city deliveries.

The combined yearly purchasing power of the entire unit, after deducting all actual necessities, uninfluenced by advertising, would be less than \$50,000. There are probably from 7,000 to 8,000 such units in the New York suburban area.

THE CITY UNIT

HERE is a typical better-class New York City residence block of about the same area as the suburban unit opposite. It houses 260 families, or a population of more than 1,100, with an estimated average income of \$5,000 per annum.

The average apartment rental in this block would run \$1,500, and of the dwellings about \$2,500 a year. The assessed valuation of the unit would approximate \$3,000,000. There are about 43 motor cars owned in the block, at an average cost of \$1,500.

This city unit is within twenty minutes of all the big stores. The housewife may make a daily trip "downtown." The merchant is in constant contact with each home in this unit; his deliveries are made at about *half* the cost of his suburban deliveries. The combined annual buying power of a block like this would be in the neighborhood of \$800,000 or sixteen times that of its corresponding suburban area.

Of the 15,000 "blocks" of Greater New York, it is estimated that 30% of them, based upon income-tax returns, would house a class of which the residents of the above city unit would be typical.

Sales Are Quickest Where Home Folks Are Thickest!

THERE ARE, according to the best estimates available, somewhat less than a million English-speaking homes in Greater New York. While *The World* has a suburban circulation of 27,000 daily and 74,000 Sunday, its outstanding claim to the consideration of the advertiser is its superior coverage of the English-speaking homes in what is pictured above as **The City Unit**.

There are about 18,000 residents per square mile in the city proper. This is the **New York Merchant's market!** Outside of the city, there are about 350 residents per square mile. This market the New York merchant shares with the pros-

perous stores of some seventy populous suburban centres, the shops of which offer keen competition to the city merchant.

In the city itself, where **The City Unit** controls, **The World** leads **The Times** by 14,000 daily and 159,000 Sunday; it leads **The Herald Tribune** by more than 80,000 daily and 270,000 Sunday.

The World's complete domination, therefore, of that area of which the above **City Unit** is the outstanding sales factor, would seem to accord it **first consideration** at the hands of any advertiser seriously contemplating anything like adequate distribution in the New York market.

PULITZER BUILDING
NEW YORK



TRIBUNE TOWER
CHICAGO

"YES, WE HAVE NO BANANAS" SAID HUB FIRM—ADVERTISING SOLD THEM ALL

Public Clamored for Familiar Fruit When It Was Placed in Boxes, Trademarked, and Sold Through Newspaper Advertising—Apology Made for Sell-Out

By HAMMOND EDWARD FRANKLIN

A BONA FIDE apology to the public had to be issued through all of the local newspapers because Meloripe Bananas in package form, a novelty in merchandising, had been sold out soon after introduced a few days ago in a tryout campaign at Boston.

Tropic Foods, Inc., a subsidiary of the United Fruit Company, couldn't ripen them fast enough to take care of the demand as the result of a barrage of advertising poured into the market through all leading newspapers at once. Almost overnight everybody started talking about Meloripe Bananas and buying them, in spite of the fact plenty of

gave enthusiastic approval. A subsidiary, Tropic Foods, Inc., was formed under direction of E. R. Grabow of the United Fruit Company. The new concern was given a building of its own with three floors of scientific ripening rooms where bananas could be brought to complete ripeness under thorough control. Arrangements were made for the subsidiary to buy bananas from the parent company and inspect them, then grade them by sizes.

In a bunch of bananas, there are one or two which are extra large. These were selected and placed together, six in a box known as Royal size. The name, Queen size, was given to bananas a bit smaller, weighing slightly less than half a pound apiece. Both were to be sold at a fixed price per box to wholesalers and retailers and in turn sold by them at popular prices. The company also offered two other sizes to be sold by weight.

The name, Meloripe, was adopted and featured on the yellow, red and brown carton in which the six bananas are packed in white shredded paper. Temporarily, the trademark was stamped on each banana with vegetable ink to identify it.

A broadside was sent to 5500 grocers and fruit men in and near Boston telling them the whole story and featuring the wholesaler as the channel through which to buy. However, it was stated that the company's own trucks would deliver where desired and a special discount would be given in cases where the dealer wanted to call at the headquarters of Tropic Foods, Inc. The dealers were told they need not keep the bananas on ice and that they should only order enough for two or three days at a time. A sales force was recruited and ready but no calls made until April 26, for which date the stage had been set.

Suddenly out of a clear sky, on that Monday, the *Post, Globe, Herald, Transcript, American* and *Advertiser*, in 800-line space, boomed the news, "There's a new delicacy at your market today! Six perfect bananas in a box—why? Scientifically ripened—trademarked—boxed—to protect the fruit—and you!" At the same time, seven salesmen started combing picked high spots of the city with proofs of the advertising. S. S. Pierce Company, a large grocery store which for years has not bothered with bananas in bulk, was one of the first to place an order.

The same morning painted boards with the story flashed into view unexpectedly. A strip about them appeared at the top of 2500 specially constructed newspaper display racks belonging to the Boston American. The company's trucks ap-

peared on the streets with Meloripe signs. The Boston Herald window on Tremont street burst into life with a big display as did also the window of the Advertiser on Summer street. Strips went up fast all around the city on dealers' windows, and boxes on their counters began to move.

All the local newspapers kept "whamming" the news practically daily in generous space, emphasizing the fruit as perfect when it reaches the consumer, its many uses, the advantages of buying the new way, etc.

Since it takes a certain length of time to ripen bananas, and they decline to be hurried, and since the supply was to a certain degree limited, the company was thankful it had not tried to merchandise the packages in advance of advertising. As it was, it found itself oversold and for a time actually had to hold back the salesmen.

"Our apologies—there weren't enough to go around!" large copy explained.

"Meloripe bananas were first served in Boston on April 26. Boston ate them all, and passed its plate for more. But there weren't enough to go around!

"That's our fault and we're sorry. We underestimated Boston's appetite.

"We are enlarging the capacity of our ripening chambers so that there may be Meloripe bananas for every one who wants this perfect fruit. Boston exceeded even our hopes in its eagerness to try the new fruit-delicious—Meloripe bananas. You who bought them—all that were were of them—found what you have been seeking: a fruit perfectly ripened with a delightful new flavor, a high food value and easy digestibility. Every Meloripe banana has, and will have, these qualities.

"If you were disappointed in your effort to buy them, try again tomorrow. Get a box from your grocery or fruit store. See for yourself what a different flavor a perfect banana has. Eat them at any time, as many as you like. Use them in a hundred different recipes. Give them to the children without hesitation. Add them to the invalid's diet. Perfect ripening has made a new fruit of the familiar banana."

"The work is entirely at the experimental stage," R. S. Barton of the Boston office of Barton, Durstine & Osborn explained. "Modifications will be made as necessary as to method, but we believe the campaign so far has indicated two things: first, that the banana may be placed with the public while the fruit is at its perfectly ripe stage, and, second, that the waste can be cut down from the dealer's angle and he can sell bananas on a much more profitable basis.

"Our advertisement apologizing to the public was not merely an advertising gesture. After the campaign had run

five days in the Boston papers, our client ran out of ripened bananas and, as of course only perfectly ripened fruit could be offered the public, the salesmen had to start taking orders for the following week's delivery. The salesmen get their instructions every day as to the amount of bananas available."

"THE MEDIUM AND THE MARKET"

Title of New Booklet to Be Issued by Bureau of Advertising, A.N.P.A.

"The Medium and the Market" is the title of a new 30-page booklet to be issued within a week by the Bureau of Advertising of the American Newspaper Publishers Association, W. A. Thompson, director, announced this week. The booklet will contain, by special permission from Editor & Publisher, many of the compilations which appeared originally in the 1926 INTERNATIONAL YEAR BOOK.

The book is devoted primarily to a discussion of the growing importance of newspaper circulations. Labor is referred to as the new army of purchasers. The general prosperity of the country is detailed, and labor's insistence on the purchase of luxuries as shown by the increase in instalment buying is pointed out.



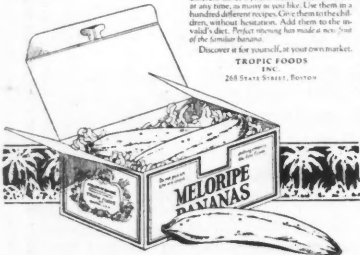
Our apologies

There weren't enough to go around!

MELORIBE bananas were first served in Boston on April 26. Boston ate them all, and passed its plate for more. But there weren't enough to go around!

That's our fault, and we're sorry. We underestimated Boston's appetite.

We are enlarging the capacity of our ripening chambers so that there may be MELORIBE bananas for every one who wants this perfect fruit.



MELORIBE BANANAS

Dealers: Order through your regular wholesaler or phone Richmond 4555

Newspaper copy sold them—then told the public to wait for more

lower-price bulk bananas filled the market. Hundreds of retail outlets were opened up starting the day the first advertisement appeared.

Twenty years ago when crackers were sold out of the open barrel in many stores, trademarked packages were introduced. They vastly increased the consumption of crackers. Gradually many fruits and vegetables have been cartoned, trademarked and advertised, but bananas, although consumed in the United States to the total of 248,000,000 bunches in the last ten years, have seemed to defy marketing wizards, when it came to trademarking and control of mellowness.

Many doctors have gone on record that really ripe bananas are high in nutrition and digestibility. When the skin is a deep yellow flecked with brown, the banana is at its best, but large numbers are sold green or partly ripe. The dealer has never been certain what profit he will make from a bunch, as there is waste in bananas cut or torn in selling, in bruises made by customers pinching the fruit, waste in too rapid ripening when the bunch is hanging in the store, waste in small left-overs, more waste when the customer insists on picking out certain bananas and spoiling the looks of the bunch, waste in time cutting fruit, waste in returned fruit, and further wastage in uncertain weather conditions on the exposed bunch.

The United Fruit Company had calls made on 400 representative dealers in Boston to see if there would be a market for a trademarked, perfectly ripe, advertised banana. Three hundred fifty

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

Quality Faces All You Need!

CLEAN, bright advertisements in distinctive faces, produce business for your advertisers. It is the ability of the Ludlow to cast these quality faces, in any size up to 60 point, bold and extended included, that has won this system its position of recognized supremacy in the field of display and job composition.

Regardless of what your present system of handling the composition of ads and heads may be, you will find, as hundreds of other newspapers the world over have found, that the Ludlow will not only bring you more attractive advertisements, but a saving, both in time and money as well.

The importance of these results warrants your most careful investigation. Let us send complete information.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street

New York: 63 Park Row
Boston: 261 Franklin Street

in Detroit—

Free Press city circulation reaches 31,000 more than the total number of families owning their own homes.

THE DETROIT "FREE PRESS"

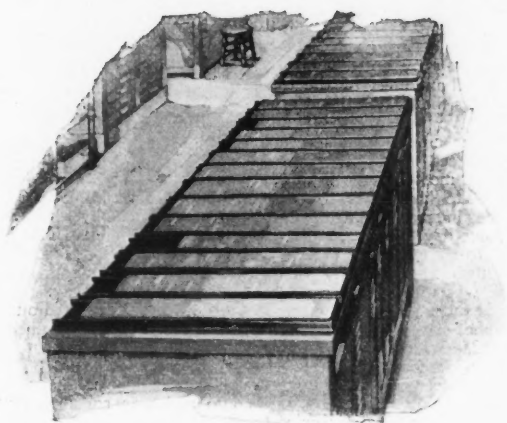
"Starts the day in Detroit"

More slugs on the bank

(means more cash in the bank)

with

INTERTYPES



WHEN BUYING a composing machine, don't overlook the importance of *fast production*. You are buying a machine to set type. You want as much type as you can get—especially during those periods when speed is so important.

The Intertype is a very fast machine. [1] It has a fast, light-touch keyboard; a steep magazine and matrix delivery belt. [2] There is little lost motion in the train of connections from keyboard to matrices.* [3] The simplicity of Intertype construction results in fewer interruptions of service—less time lost—more slugs on the bank. [4] Many little improvements, provided to help the operator, tend to increase production.

Don't overlook the importance of speed. It has much to do with the profit in slug machine composition.

**In this escapement mechanism alone, the three-magazine Intertype has 910 fewer moving parts.*



The
INTERTYPE "MIXER"

Do not compare the Standardized Intertype "Mixer" with any other machine. There is nothing else like it. Only one distributor box! No complications! *Fast production* as well as quick changes from one type face to another. Send the coupon for literature.

One of our booklets, "Profit-Making Intertype Features," explains and illustrates some of the Intertype features which make for maximum production. Send for a copy. Please wire collect if you wish to see our salesman.



INTERTYPE CORPORATION

1440-A Broadway, New York

CHICAGO MEMPHIS SAN FRANCISCO BOSTON
LOS ANGELES LONDON

Mail
This
Coupon

INTERTYPE
CORPORATION

- Send Booklet "Profit-Making Intertype Features"
- Send Intertype "Mixer" Booklet
- Send Specimen Book
- Parts Catalogue

Name _____

Address _____

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

COURTS' VIEWS VARY ON A PERSON'S "RIGHT TO BE LET ALONE"

Opera Star's Victory In Suit To Keep Her Name and Picture
Out of Advertising Recalls Other Fights
For "Right of Privacy"

By LOUIS F. JORDAN

FAME generally brings with it the attendant discomfort of notoriety, public interference with the quietude which accompanies the "simple life," and a certain amount of worry the law has never seen fit to prohibit. There is, however, a modicum of protection afforded by the statutes of most states. Some authorities term it "the right of privacy," while others, refusing to be bound by stale law terms, speak of it as "the right to be let alone."

The action of Maria Jeritz, operatic star, in filing suit in the New York courts for heavy damages because a cigar company made use of her photograph to advertise a brand of cigars, raises interesting points of law. Injunctive relief was this week granted to the singer.

The right to privacy is generally conceded to be a matter of statutory regulation and the suit by the opera singer was based on a violation of the Civil Rights Law of New York.

While the immediate cause is the first to claim the stage for sometime, the subject is by no means new. We find that as far back as 1890 an article in the *Harvard Law Review* first advanced the theory that one is entitled to be let alone. (4 *Harvard Law Rv.* 193 December, 1890). The author, in this article, based his reasoning on the analogy between the patent law which protects inventions and the copyright law which protects literary productions. It will prove novel at least to quote some of the observations published at that time which, if carried out to-day, would make a material difference in magazine and newspaper publications.

"Instantaneous photographs and newspaper enterprises," states the author, "have invaded the sacred precincts of private and domestic life; and numerous mechanical devices threaten to make good the prediction that 'what is whispered in the closet shall be proclaimed from the housetops.'"

And again the *Harvard Review* speaks of the press of the 90's.

"The press is overstepping in every direction the obvious bounds of propriety and of decency. Gossip is no longer the resource of the idle and of the vicious, but has become a trade, which is pursued with industry as well as effrontery."

But, despite the outcry in the *Harvard Review*, we find the courts with their feet still on the ground if the Professors did have their heads in the clouds. In 1895, in the case of *Schuyler v. Curtis*, decided in New York, it was declared that an injunction could not be granted to prohibit the erection of a statue of one's deceased relative. In this state, however, there is a statute giving a person a right of action for "the unauthorized use of the name or picture of any person for purposes of trade" and this statute has been held constitutional.

Our states vary, of course, in the view they take of this question of privacy. As pointed out, such regulations as exist are by virtue of state statutes and not the old common law.

Louisiana declared through its superior courts that the picture taken of a person accused of crime should be delayed until after his conviction, "unless necessary for purposes of identification or for detection."

In Rhode Island the court recently declared, "the right of so-called privacy has not as yet found an abiding place in our jurisprudence, and, as we view it, the doctrine can not now be incorporated without doing violence to settled principles of law by which the profession and the public have long been guided."

The right of the states to determine their own standard of handling matters of privacy, upheld the right of the "next

friend" of a five-year old infant to recover damages from a jewelry firm for having published the youth's picture without his consent, for advertising purposes. The court's theory was that "a person has the exclusive right to his picture as a property right of value."

A Kentucky decision followed the line of reasoning adopted in Missouri, although the weight of authority in the United States may be said to favor only the protection of a photograph taken by a photographer at the instance and expense of one sitting for that purpose. Although the weight of authority dis-favors the use of any photograph, certainly of a living person, for purposes of trade and advertising.

A further line of reasoning prompting a number of courts to refuse redress except in cases where there is an unauthorized use of pictures for trade or advertising purposes revolves around the following pronouncement:

"It may, at times, have been a matter of doubt whether what was called 'property' was really such, and whether the injury thereto, actual or apprehended, was not so shadowy as to be incapable of judicial cognizance, but still the criterion was always injury to property or property rights."

In the case of *Robertson v. Rochester Folding Box Co.*, 171, N. Y., the Appellate Division of the Supreme Court of New York divided over the following claim as to the law. It is of interest to relate what the court was called upon to decide.

"It is claimed then, that it is a right founded upon the claim that a man has the right to pass through this world if he wills without having his picture published, his business enterprise discussed, his successful experiments given up for the benefit of others or his eccentricities commented upon, either by handbills, periodicals or newspapers."

The subject is by no means exhausted, nor has it ever reached a settled state. Just how far the legislatures will go in the future in defining the rights of privacy in allowing people "to be let alone," is a matter of speculation. In this day and time certain it is that no man, no woman, has the right to go through the world without having his or her picture published, his eccentricities commented upon or business enterprises discussed.

But, in this process of making one's travel through the world more like a walk on a bed of roses, it is hardly conceived that the altruism of the Harvard professor will be indulged, when he says:

"The intensity and complexity of life,

attendant upon advancing civilization, have rendered necessary some retreat from the world, and man, under the refining influence of culture, has become more sensitive to publicity, so that solitude and privacy have become more essential to the individual."

CARL MAGEE TO BE TRIED IN JUNE

(Continued from page 10)

sat around with worried faces. The spirit which had seemed indomitable was nowhere in sight. Mentally and physically he had been hurt.

And then one day we noted a change. He was up and about most of the time, and now there was that Great Spirit copping out again. We were all joyous until Sept. 26 when the clouds once more fell low over the Magees.

Carl, Jr., was a most successful oil man in Oklahoma. He had attained a high position in the business, and promised great things some day. His time had become valuable to the extent that he took trips not by auto but by air. And then it happened. He was in a plane with Dick Phillips about sunset on the night of Sept. 26. Something went wrong, and the plane shot 2,000 feet through the air to the ground. It was all over in a second. Life had been swept away from both in no time.

Dad was in bed because of injuries to the side caused by Leahy. The following morning, after a night of torture, he and my mother went back to Tulsa for last rites over my brother's body.

Fate had hit a second blow, and it was indeed hard to stand. On Thanksgiving

Day I attended a football game with my father, and I found that a closer fellowship existed between us. As he watched the game I read his evening column in the *Tribune*, and the most inspiring article I ever read was before me.

When we left the game, I found my eyes were moist with appreciation.

I found a letter on his desk the next day in which a visitor to the state declared that "your editorial in last night's edition stamps you akin to the Super-man."

Super-man or not, Carl Magee goes to trial June 14. The charge is now manslaughter. Do I believe my father will be freed?

Yes! the evidence is too certain. The admirers of Magee are too great. Crooked politics in New Mexico are defeated!

CHICAGO TRIBUNE BUILDING

Work Started This Week on \$1,000,000
Addition to Pressroom

Work on a \$1,000,000 annex building being erected by the *Chicago Tribune* started this week. Three basements and a pressroom floor are being built now, with a temporary roof to reach the Michigan avenue driveway. The structure will be 118 by 132 feet. Foundations will go to bedrock, being planned to support an addition to the present *Tribune Tower* of 15 stories.

The *Tribune* plant was built five years ago and was considered at that time to be large enough for requirements of a decade. However, increasing growth has made necessary a larger pressroom for immediate use. The new addition will be completed within a few months. At a later date the additional stories will be added by the *Tribune Company*.

FIRST in ALBANY CONSISTENTLY

Breaking all Records

During April 1926
The Times-Union printed
971,446

lines of paid Advertising,
the greatest volume ever
Published by any Albany Daily
Newspaper in any one month

Circulation well over
40,000
and growing every day

No dull
Summer
IN
Los Angeles!

Keep your
schedules
active - in
June, July,
and August!

Los Angeles Examiner

Albany Newspaper lineage is audited by
De Lisser Brothers
Accountants Brooklyn N.Y.

Representation
Verree & Conklin Inc.
New York Chicago San Francisco Kansas City

The Times-Union.

ALBANY'S LEADING NEWSPAPER
By every possible logical comparison



BEATRICE BURTON, AUTHOR, AND HER FAMILY

"The Petter"

Beatrice Burton's New Serial will be released June 7.

Wire reservation order now

T. A. Robertson, managing editor of The Cleveland News, voices the general editorial opinion regarding the Beatrice Burton fiction as follows:

The Cleveland News

Daily and Sunday

Ohio's Greatest Newspaper

OFFICE OF THE
MANAGING EDITOR

Mr. W. H. Johnson,
c/o Editor's Feature Service,
Times Bldg., 22nd and Payne Ave., City

May 10th, 1926

Dear Mr. Johnson:—

I would appreciate any information you have available at this time concerning your plans for the next serial story by Beatrice Burton. We are making our plans for the summer and fall and want to include the Burton story in our promotion layout.

It may interest you to know that Miss Burton's last story, "Her Man," was a tremendous success with us and proved to be the best circulation puller we ever have had. The interest was sustained from the first word to the last, and, best of all, there was not a word in the story that could be objected to by any person. There was not the slightest suspicion of smut, and it proved conclusively to us that it is not necessary to include filth in a newspaper serial to make it a success. The story proved to be of amazing attraction to thousands of girls and women and we found in many, many families that grandmother, mother and daughter were all following the experiences of the leading characters. We found, too, that the story appealed to all classes of people, rich and poor, and we also discovered that many men were just as excited about the story as were the women.

I would have no hesitancy in recommending "Her Man" to any publisher as a sure-fire circulation maker, if properly promoted. It should appeal particularly to those newspapers which have refused to print the so-called "flapper stories" because of objectionable and offensive context matter.

Yours very truly,

T. A. Robertson

BUILD CIRCULATION WITH BURTON FICTION

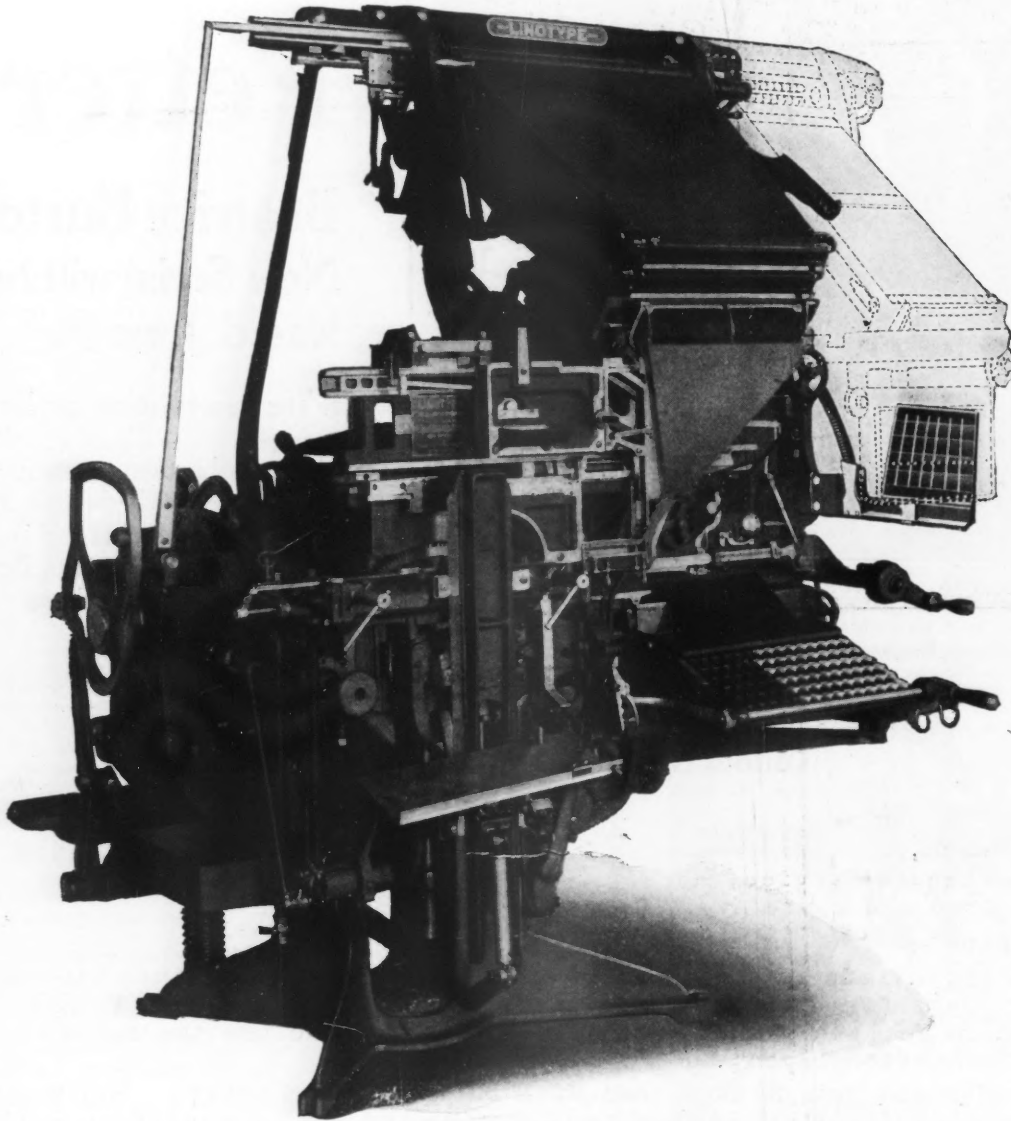
JOHNSON FEATURES, Inc.

Allied with EDITORS' FEATURE SERVICE, Inc.

New York Office
1819 Broadway

Cleveland Office
East 22nd St. and Payne Ave

SINGLE DISTRIBUTION



One, two or three
Main Magazines

Model 8

WITHOUT AUXILIARY
MAGAZINE

Model 14

WITH AUXILIARY
MAGAZINE

Also built as Display Linotype

Model 21

WITHOUT AUXILIARY
MAGAZINE

Model 22

WITH AUXILIARY
MAGAZINE

TRADE **LINOTYPE** MARK

INTERCHANGEABILITY

There are two types of Linotypes either of which can be equipped with various combinations of interchangeable magazine units to give you just the machine you need: Single or multiple distribution; one, two or three main magazines; with or without auxiliary; 30 or 42 picas maximum measure.

MULTIPLE DISTRIBUTION

Two
Main Magazines

Model 25

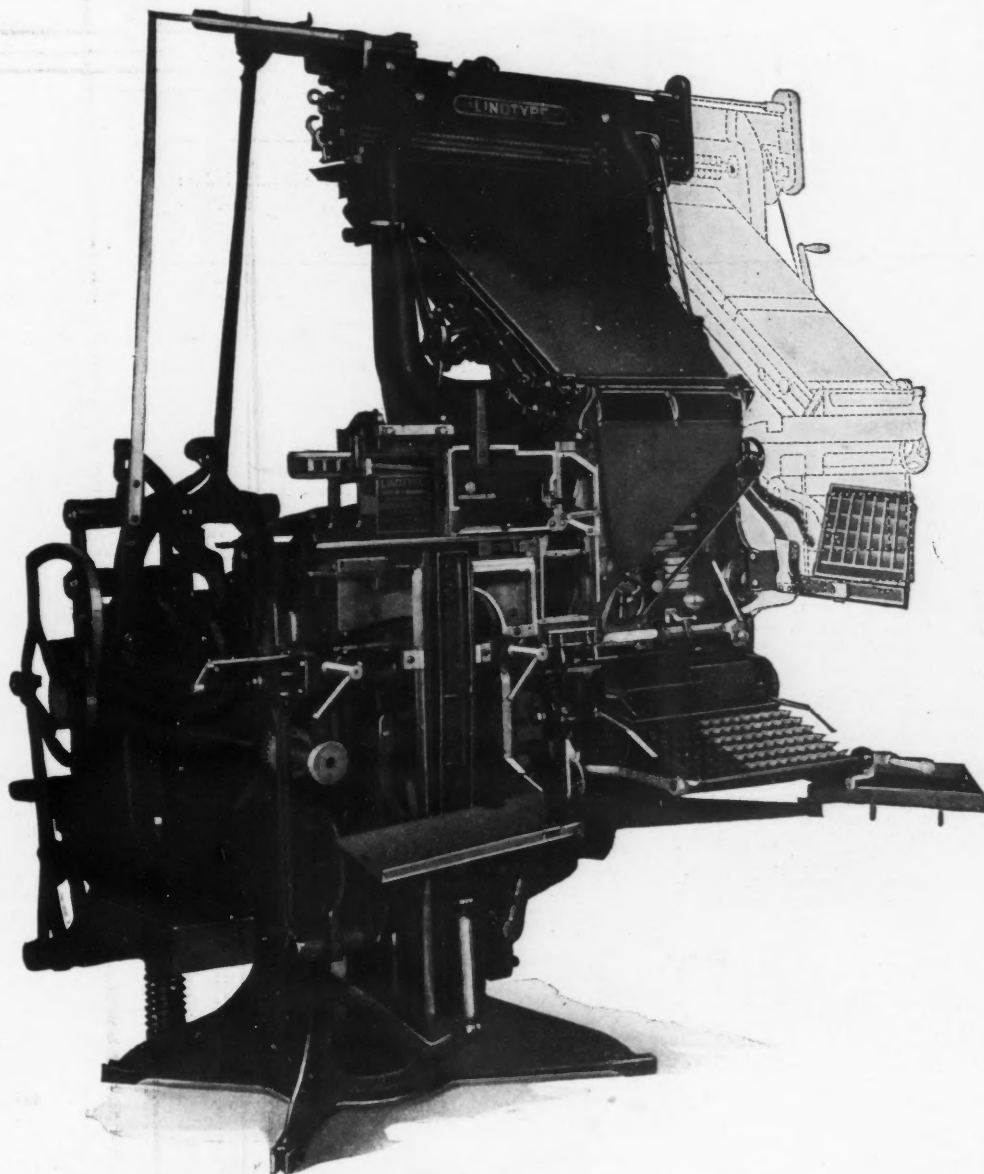
WITHOUT AUXILIARY
MAGAZINE

Model 26

WITH TWO AUXILIARY
MAGAZINES

*Continuous composition
from all magazines*

*Matrices from all magazines
mixed in the same line*



TRADE **LINOTYPE** MARK

*All Using Standard Interchangeable Magazines, Matrices, Molds and Liners
All Operated from the Same Standard Power-driven Keyboard
All Magazines Quickly Changed from the Front*

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

EDITORIAL

CO-OPERATION WANTED

WALTER W. R. MAY, executive editor of the *Portland (Ore.) Oregonian*, made a rattling "shop-talk," recently, at a State conference of newspaper men. His remarks were addressed to editorial and business office staffs, condemning increasing inharmonious among newspaper employes upstairs and down with resultant lost motion, "inferiority complexes," jealousies, suspicions, impositions and a growing tendency to departmental isolation.

Mr. May struck from the shoulder while dealing with advertising men who attempt to sell contracts by using the editorial department to puff a prospect and equally shamed editorial men who shy off from good stories just because they are tipped by the business staff. He exposed not only the nonsense but the withering losses that a newspaper sustains in this situation.

Here follows some of Mr. May's good stuff: "I believe that the modern newspaper, large or small, has become so diversified a chronicle and so ambitious a business that the editorial department men should be taken more into the confidence of the business office. I believe some effort should be made inside each individual newspaper organization to give to the editorial department something of the vision that the business office has for the paper it is sponsoring. I believe in this day when the editorial department is buying expensive features; engaging upon special enterprises that not only sell papers, but build confidence and incidentally call for an outlay of money, that the editorial department itself has a right to know a little of the business office's trouble in drawing in this money. We should try to see whether our efforts are really productive. I believe we in the editorial department should make it our business to find out occasionally why an advertising solicitor has lost in getting some big contract, whether it concerns the editorial department or not. The one and only way for the news and advertising departments to find a satisfactory basis for genuine co-operation is to have an understanding one with the other of the problems that confront each."

Is that heresy? To assume that editorial and business office men cannot co-operate without compromising their respective functions is to question the quality of their intelligence and honor.

When a newspaper publishes in a single edition three large pictures depicting different poses of a wretched girl who has confessed in court to immoral exhibitionism while hysterical from bootleg booze, just what can be said in defense of the charge that a section of the press is commercializing prurency?

ADVERTISEMENT PRONOUNCING

DO you say advertisement or advertise'ment? John L. Haney, writing in *American Speech*, says that among fifty or more common English words in which syllables are stressed to please individual fancy, advertisement is probably the most widely used and has given rise to the most widespread controversy.

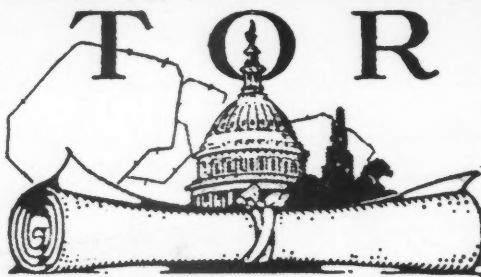
The famous lexicographer Vizetelly, we are told, endorses advertisement.

Advertisement, although advocated by the lexicographer Walker in 1791, made little headway in England, and is now recorded merely as an alternative in American dictionaries, according to Mr. Haney.

H. L. Mencken asserts that the "prevailing American pronunciation" puts the accent upon the syllable next to the last, whereas the common English accent is advertisement. Mr. Haney is also inclined to believe that the popular American pronunciation is advertisement. We think so, too.

The solemn fact, however, is that we are not particular which syllable is stressed so long as the word and all that it implies continues active in the language of the people.

The fight against commercial substitution is in part a newspaper responsibility, inasmuch as newspaper advertising is only complete when the advertised article has been lodged in possession of the reader.



Whoso loveth instruction loveth knowledge: but he that hateth reproof is brutish.—Prov-erbs, XII; 1.

SHOPPING NEWS TRAGEDY

UNLOOKED-FOR reactions from a *Shopping News* venture recently started in Wheeling, W. Va., recently caused the merchants of Wheeling to discontinue publication. The *Shopping News*, characterized by some of the local newspaper editors as a "gutter-snipe" sheet, has been distributed during the last two months throughout the various nearby towns known as the "Greater Wheeling District."

Its advent incensed the merchants in these towns and brought down a flood of adverse editorial comment from the newspapers, some of which organized the local tradesmen in a counter campaign. Copies of newspapers containing the editorials or the merchants' campaign advertising were sent to advertisers in the *Shopping News*. Emphasis was laid upon the consequences to the big-city advertiser when he attempted to destroy the individuality of the numerous small towns by appealing for trade that ordinarily would not go to the metropolitan centre.

While this counter-campaign was in full force, a group of Wheeling business men decided that the Wheeling region needed additional industries for realization of its full possibilities. They formed the Ohio Valley Industrial Corporation and planned to raise money by selling its stock. Wheeling was to remain the metropolis, but development was to be carried on between Moundsville on the south and Wellsburg on the north.

The stock salesmen received a cool reception from the business men of the nearby cities and investigation showed that the bitter feeling against the Wheeling enterprise arose from the *Shopping News*. The stock solicitors were recalled while the organizers of the Industrial Corporation considered the situation.

The next step came May 12, when the *Shopping News* published its last issue, one of its former sponsors admitting to a newspaper man that its distribution had placed a severe handicap on efforts to interest men outside of Wheeling in the Ohio Valley Industrial Corporation.

Railroads are complaining of hobo traffic to summer jobs in the west, but think of the year-round free migration of press agent parasites on the newspaper line.

AN ADVERTISING CENSORSHIP

A COMMITTEE representing the Irish Free State is taking evidence on a government proposal to determine whether it is "necessary or advisable in the interests of public morality to extend the existing powers of the state to prohibit or restrict the sale and circulation of printed matter."

According to the British National Vigilance Committee the inquiry will extend to the distribution of newspapers and magazines printed in other countries and containing editorial or advertising matter which is considered objectionable. The particular drive appears to be against the dissemination of birth control propaganda and certain patent medicine advertising, but it is pointed out that there is in the Irish Free State a body of people strongly opposed to the importation of newspapers, particularly from England, and that any censorship would be welcomed by them.

The British Vigilance Committee, which has been doing some excellent work, has advised English publishers to clean up their advertising columns to circumvent the proposed censorship.

Brooklyn Eagle observes, "publicity doesn't pay."

SENTIMENT FOR A PRESS

THE staff of the *El Paso (Tex.) Post* sang the swan song of an old Potter press in the columns of the newspaper the other day. Such sentiment for a piece of machinery, blackened by half a century of use, is not often encountered. The railroad engineer who has made his last run with a gallant old Puffing Billy may silently express an affectionate adieu and be understood in his sentiment, but in this instance a newspaper publisher in a first page story confides a love for an old press.

When the old Potter, on which the *El Paso Post* and four other newspapers began their life, was sold last week to a Mexican publisher to be used again to start a new daily in Ciudad Chihuahua, Ward C. Mayborn, Southwest general business manager of the Scripps-Howard newspapers, called his staff together and with sadness in his voice told the story of 50 years of valiant service by the machine. In its youth it was the "last word" in press perfection. Its first installation was in the office of the Cleveland Press, two months after E. W. Scripps had founded that newspaper. A generation later this Potter was used to start the *Minneapolis (Minn.) Daily News*. It also gave birth to the premier number of the *Evansville (Ind.) Press*. After a lapse of 15 years the press was shipped to south, where it cradled the first issue of the *Birmingham (Ala.) Post*. Soon outgrown, it made its next stand at *El Paso*, now to be expatriated and serve another people with another language.

Henry Justin Smith's tenth definition of "news," on another page of this issue, is the clearest and truest description that has come to our notice.

A PROPER ANSWER

IN the bathtub case a lawyer put to Irvin S. Cobb this question: "Mr. Cobb, you are one of the foremost writers in New York, are you not?"

It seemed a silly question, but the court solemnly awaited a reply.

Imagine the flood of thoughts that rushed through the mind of the victim of this inquisition, mingling questions of modesty, candor and propriety.

Mr. Cobb replied: "I am, in my own opinion."

What else could the poor man say?

WHITE PLAINS DEBACLE

MAJOR GENERAL GEORGE F. BABBITT fought the "second battle of White Plains" last Saturday afternoon to a dismal "plop." Babbitt desired to sell city folks lots in Westchester County, and to that end a sham battle was arranged, in lieu of legitimate advertising, to draw a crowd. A high-powered press agent was placed in command of the campaign. He announced that history would be repeated. The original battle of White Plains occurred in October, but this did not deter the press agent from calling the May sham battle an anniversary.

He deftly directed attention to the real estate operation by asserting that the "consecrated" ground on which the battle of White Plains was fought would "soon lose its identity as a battle-ground and become the homesites for thousands of patriotic Americans." It was nothing at all in this bright young man's life that the "consecrated" ground was in reality located more than three miles distant from the allotment.

The "second battle of White Plains" could not be fought exclusively with typewriters and pencils, so the press agent bamboozled Colonel Bradley, of the Eighteenth Infantry, U. S. A., to march into Scarsdale with tanks and whippets and face a few kids made up as the enemy. Colonel Bradley made a patriotic speech, while Major General Babbitt's army of real estate slickers fell upon the left flank of the innocent spectators and proceeded to get names on dotted lines for choice corners.

It was as pretty a little piece of press agency as you ever saw, until New York newspapers exposed the hoax. Then the joke fell heavily on the Babbitt forces. The ire of the patriots of Westchester County flamed up, indignation meetings were held, Babbitt was denounced and fled the scene.

PERSONAL

ASA W. BUTLER, editor and publisher of the *Sedalia* (Mo.) *Daily Capital* was named United States marshal for the western district of Missouri by President Coolidge last week.

Charles F. Chase, senior member of the *Atlantic* (Ia.) *News-Telegraph* publishing firm and one of the oldest newspapermen in Iowa, and his wife celebrated their golden wedding anniversary May 17, at their home. Mr. Chase established the first newspaper in Anita, Ia., the *Anita Times*, and later launched the *Atlantic Cass County Democrat*.

Edwin P. Gardner, of the *Canandaigua* (N. Y.) *Ontario County Journal* has been reappointed postmaster for his second term.

Hal M. Wise, publisher of the *Webb City* (Mo.) *Sentinel*, who with Mrs. Wise and their three children are on tour of the world, are expected home some time in July.

Forrest Richmond, publisher of the *Toronto* (O.) *Tribune*, and trustee of the Ohio Good Roads Federation has announced he will be a candidate for representative to the General Assembly from Jefferson County.

Floyd Chalfant, publisher of the *Waynesboro* (Pa.) *Record Herald*, presided at the Waynesboro Rotary Club's "Newspaper Day" recently.

IN THE BUSINESS OFFICE

J. M. SPRECHER has been appointed advertising manager of the *Eureka* (Cal.) *Humboldt Standard*.

Edward V. Brower, formerly a member of the *Jackson* (Mich.) *Citizen Patriot* display staff, has returned to that position after several months in the electrical appliance sales field.

Lester Laidig, for two years in the advertising department of the *Mason City* (Ia.) *Globe Gazette* has resigned to take charge of newspaper advertising of Hess Brothers department store, Rockford, Ill.

Orson Angell has joined *Nation's Business*, Washington, D. C., and will be in charge of promotion and research. At one time he was with the *Kansas City Star*.

Gordon Whitbeck, J. M. Clynne and P. C. Fulton have been transferred from the *Chicago Tribune's* classified department to the local display staff.

George Berry, H. H. Byler and Arthur Witzlaben have been chosen by the *Chicago Tribune* to travel the states of Illinois, Michigan, and Wisconsin in the interests of the resort advertising department.

IN THE EDITORIAL ROOMS

WALTER J. FENTON, assistant city editor, *New York Herald Tribune*, is acting city editor in the place of Dwight S. Perrin, who is on vacation.

W. G. Cayce has been named news editor of the *Knoxville Sentinel*, succeeding J. C. Baskerville who resigned to go to Raleigh, N. C., as bureau manager for several afternoon newspapers of North Carolina. Cayce comes from Atlanta, where he was with the *Georgian*.

Leonard Withington, former manager editor of the *Fort Worth Record*, now Texas Republican organization director, is one of the incorporators of the Southwest Publishing Company headed by R. B. Creager of Bronxville. The company will publish a party organ at Dallas.

Dorothy Ducas, who won a Pulitzer travelling scholarship at Columbia University, has joined the staff of the *New York Herald Tribune* until her departure for Europe early in June. During the past school year Miss Ducas was the *Herald Tribune's* Columbia correspondent.

Nunnally Johnson of the *New York Herald Tribune* staff is spending a week's vacation at his home in Georgia.

Harry Brandenburg has been made oil

editor of the *Kingman* (Kan.) *Leader Courier*.

Nelson Budd, dramatic editor of the *Columbus Ohio State Journal*, is planning a trip to Europe.

Ray Coon has been named city editor of the *Dayton* (O.) *Journal* succeeding Larry Collins, who resigned recently to become secretary of the local Builders' Exchange. Coon comes to The Journal from the telegraph desk of the *Cincinnati Enquirer*. He was formerly a reporter on the Journal.

John O. Kikyri has joined the *Jackson* (Mich.) *Citizen Patriot* as night state editor.

Erwin F. McEwan, a member of the *Japan Advertiser* staff, Tokio, Japan, and a graduate of the school of journalism, University of Missouri, is sailing for the U. S. by way of Europe.

John C. Metcalfe of Chicago has joined the reportorial staff of the *San Antonio Light*.

Ishbel Ross of the *New York Herald Tribune* staff has gone to Baltimore to cover the Presbyterian General Assembly. Emma Bugbee, staff writer, is in Atlantic City, covering the General Federation of Women's Clubs convention.

Miss Miriam Rosenthal, woman's editor of the *Dayton News*, has resigned to go into publicity work for the Dayton Community Chest Association.

Henry Powell, artist, has joined the copy service staff of the *Des Moines Register*, advertising department.

Walter Harper, special writer and advertising representative of the *Knorrville* (Tenn.) *Journal*, has been named manager of East Tennessee, Associated, composed of chambers of commerce and civic clubs.

Herman Nelson, editor, *Augustana* (Ill.) *Observer*, has been appointed telegraph editor of the *Rockford* (Ill.) *Daily Republican*.

J. D. Keator, managing editor of the *Scranton* (Pa.) *Times*, is recovering from pneumonia. John F. Ruddy, another member of the *Times* staff, who also suffered an attack of pneumonia, is also making good progress.

Fred W. Schwarz, news correspondent, has been named city editor of the *Atlantic City Times*.

Harvey White, former managing editor of the *Buffalo Evening Post*, who has been on a southern motor trip, has reentered the newspaper business as city editor of the *Buffalo Times*.

Francis Starzl of the syndicate department of the *Des Moines Register* has been named assistant to W. W. Waymack, managing editor of the *Register and Tribune*.

Davis S. Taylor, who resigned recently as managing editor of the *Buffalo Courier*, after 25 years of newspaper service, is one

FOLKS WORTH KNOWING

R. C. SNYDER, publisher of the *Norwalk* (O.) *Reflector-Herald*, who not long ago completed a new building



R. C. SNYDER

for his newspaper, has been owner and publisher of that paper for three years. He went to Norwalk in January, 1913, when he purchased the *Norwalk Herald*. Before January was ended, Mr. Snyder bought the old *Reflector* and consolidated the papers.

Mr. Snyder had his first newspaper experience as a reporter on Findley, O., newspapers. By 1902 he had progressed to the position of general manager of the *Coshocton* (O.) *Daily Age*, a newspaper he subsequently purchased and operated until 1913.

In 1923, Mr. Snyder was elected president of the Associated Ohio Dailies, a position held for 25 years by his late father-in-law, John T. Mack of the *Sandusky* (O.) *Register*.

of five men chosen by Governor Smith of New York to compose a special commission which will investigate crime and its causes and endeavor to prescribe remedies.

Clifton B. Carberry of the *Boston* (Mass.) *Post* sailed from Boston recently on the Samaria for a two months' vacation in London and Paris.

Pincus William Tell has been appointed dramatic editor and Elias E. Sugarman assistant dramatic editor of the *Bronx Home News*, New York.

Ted L. Ramsey is the new managing editor of the *Sionx Falls* (S. D.) *Press*, succeeding George H. Masters, resigned.

Howard Haycraft of Fairmont, Minn., has been made managing editor of the *Minnesota Daily*, published by the students of the University of Minnesota.

Dick Freeman has joined the *Toledo Blade* copy desk. He formerly was with the *Tampa Evening Globe*.

G. "Rusty" Boyd has resigned as night editor of the *Montreal* (Que.) *Star* to take up publicity work. He is succeeded by A. Windross, formerly parliamentary press gallery representative of the *Ottawa* (Ont.) *Journal*.

Chauncey H. Derby, managing editor of the *Staten Island* (N. Y.) *Advance* has been named vice chairman of the gen-
(Continued on next page)



**144
Different
Beck Papers**

GAS BUGGIES

or
HEM AND AMY

(Daily)

DOWN THE ROAD

(Sundays)

Why?

**"Nothing Succeeds
Like Success."**

**Metropolitan Newspaper
Service**

Maximilian Elser, Jr. Earl J. Hadlev,
General Manager Associate

150 Nassau St., New York City



DURING the third week in May the following newspapers signed yearly contracts for the complete general illustrated service of the Central Press Association:

- | | |
|--------------------------------------|---------------------------|
| Danville, Ill., Commercial News | Easton, Pa., Free Press |
| Holyoke, Mass., Telegram | Ventura, Calif., Post |
| Columbus, Miss., Commercial Dispatch | Chicago Daily Worker |
| Macon, Ga., Telegraph | Janesville, Wis., Gazette |
| Charleston, W. Va., Gazette | McKeesport, Pa., News |
| | Duluth Herald |

This list does not include several new clients secured on a tf basis

The Central Press Association

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

P. S.—We produce the World's Best Picture Page and the only syndicated Weekly Full Page Sports Pictorial.

(Continued from page 29)

eral committee arranging for a sesquicentennial celebration of the first peace conference in which the United States participated, held on Staten Island, September 11, 1776.

Henry Suydam, Washington correspondent for the *Brooklyn Eagle*, and Mrs. Suydam are parents of a boy, Henry Suydam 2nd, born May 24.

Carl Kessler has left the copy desk of the *Chicago Daily News* to tour Europe with Mrs. Kessler.

HOLDING NEW POSTS

SIDNEY CAVANAUGH, from reporter, *Middletown* (N. Y.) *Times-Press*, to telegraph editor, *Middletown Daily Herald*.

George J. Beaty, from art department, *Pittsburgh Gazette-Times*, to art staff, *Atlantic City Evening Union*.

James Booth, from *Philadelphia Public Ledger*, to *Atlantic City Daily Press* staff.

C. D. Mansfield is covering real estate and building for the *Atlantic City Sunday Press*.

Anard W. Littman, from staff, *Newark Morning Ledger*, to *Newark Star-Eagle*.

Gene Gillespie, from advertising manager, *Guthrie* (Okla.) *Leader*, to display advertising staff, *Springfield* (Mo.) *Republican*. John Q. Adams, advertising manager, *Masonic Tribune*, Memphis, has also joined the display staff of the *Republican*.

H. B. Hailey, from editorial staff, *New Orleans Item*, to *Des Moines Evening Tribune* as reporter.

Gerald Hogan from reportorial staff, *Montreal* (Que.) *Star* to assistant managing editor, *Regina* (Sask.) *Leader*.

Herbert G. Owens, from *Cleveland Times* copy desk, to staff, *Staten Island* (N. Y.) *Advance*.

PRESS ASSOCIATION NOTES

A. K. MILLS has succeeded Carl Huber, resigned as manager of the United News Boston bureau. Mills has formerly worked on the *Kansas City Star* and the *St. Louis Post-Dispatch*.

J. C. Stark, formerly manager of the United News bureau in Tampa, Fla., has been transferred to the Atlanta bureau, succeeding Roscoe Snipes, who returns to the United Press service in Atlanta.

E. T. Cutter, superintendent of the central division of the Associated Press, visited New York A. P. headquarters on business last week.

E. W. Lewis, formerly of the *New Haven Union* staff has joined the New York staff of the United Press.

Lyle Wilson, cable editor of the United Press, is spending his vacation at Oklahama City.

Associated Press operators of Missouri formed the Associated Press Goodfellowship Club at a meeting in St. Louis recently. Ward Yount, *St. Joseph Gazette*, was chosen president and Harry E. Hill, *St. Louis bureau*, secretary.

Beginning on June 7, the *Scranton* (Pa.) *Times* will add the International News Service wire to its telegraph report. This will give the Times three services, Associated Press, United Press, and I. N. S.

MARRIED

PAUL T. MOTRY, reporter on the *Sandusky* (O.) *Star-Journal*, to Miss Marian Thomas.

Ray M. Quick of the *Memphis Commercial Appeal* to Miss Nell Quick of Austin, Tex., recently in San Antonio.

J. C. Arnold, Los Angeles, advertising agency man, a grandson of Benjamin J. Arnold, who established the *Des Moines* (Ia.) *Daily Capital*, to Miss Vera Scobey of Redlands, Cal., formerly of Fayette, Ia., May 14.

Pines Cranford of the *Stanley* (N. C.) *News Herald*, to Miss Mary N. Clayton at Chesterfield, S. C., May 21.

CHANGES OF OWNERSHIP

A. C. CHAPMAN AND HERBERT LIMING of Joplin, Mo., have leased the *Carl Junction* (Mo.) *Standard* from G. W. McDowell.

Miss Leona Bancroft who established the *Plattsburg* (N. Y.) *Advertiser* in 1921 has sold that paper to L. G. Swarthout. Miss Bancroft will engage in the life insurance business. The *Advertiser* will be enlarged and a linotype machine installed.

Mrs. Edythe Vananda Dungan, who has operated the *Oroville* (Cal.) *Mercury* since the death of her husband four years ago, has sold the paper to Farwell Brown and associates. Brown was for 11 years with the *Marysville Democrat*.

NEW PLANTS AND EQUIPMENT

EIGHT linotypes have been ordered by the *Huntington* (W. Va.) *Herald-Dispatch*; five by the *Baltimore Sun*; eight by the *Salem* (Mass.) *Evening News*; seven by the *Newark Ledger*; 10 by the *Zanesville* (O.) *Times-Recorder and Signal*; 10 have been installed by the *San Francisco Bulletin*; four by the *Buffalo Express*; and three by the *Riverside* (Cal.) *Daily Press*.

Poughkeepsie (N. Y.) *Eagle-News* is now being printed on its recently purchased Duplex Tubular press.

Walter Scott & Co., Plainfield, N. J., has just completed a Multi-Unit Duplex press for the *Atlantic City Press-Union*. Two Wood Pony Autoplate machines will be installed in the papers' stereotype department.

WITH THE SPECIALS

ALCORN & SEYMOUR COMPANY, special representatives, New York, have been appointed, to represent the *Honolulu Nippon Jiji*, Hawaiian-Japanese daily.

NEW PUBLICATIONS

AVOCA (N. Y.) PRESS recently started publication as a weekly.

J. E. Bell, formerly of Oneida, Tenn., has established the *Lenoir City* (Tenn.) *Progress*.

SPECIAL EDITIONS

KEWANEE (Ill.) STAR-COURIER, Building edition, May 17.

Three Rivers (Que.) *St. Maurice Valley Chronicle*, Development number, May 6.

Pittsburg (Kan.) *Headlight*, 134-page 50th anniversary of the founding of the city edition, May 19.

Denver Post, 80-page special Vacation Number, May 18.

Vancouver Evening Sun, 72-page Business Development Number, May 13.

Minneapolis (Minn.) *Tribune*, annual outing edition, May 23.

There is a lot of trouble in this world because some men think they have learned finance before they have learned simple arithmetic.—*Atcheson Globe*.

FLASHES

A father and a prospective son-in-law are equally interested in the other's financial status.—*Florence* (Ala.) *Herald*.

The *Houston Post-Dispatch* inquires, "What is a Republican?" Is there no postmaster in Houston?—*Little Rock Arkansas Gazette*.

The *Popular Science Monthly* gives minute directions on how to lift a heavy weight, such as a barrel of ashes, easily and without injury to oneself, but there are some things we'd rather not know.—*Columbus* (O.) *State Journal*.

Another polar mystery is why the civilized world should go hunting new continents when it is having so much trouble with the old ones.—*Norfolk Virginian-Pilot*.

Another stirring spectacle, peculiar to this Great Republic, is the appearance of some one no one ever heard of before, who tells a Senate committee that he speaks for 22,000,000 people.—*Detroit News*.

"A man's place is by his wife's side." "Yes," said Mr. Meekton. "But few husbands these days can travel that fast."—*Washington Star*.

"What civilization needs," says a scientist, "is a substitute for whisky." What does he call the stuff people drink now?—*Birmingham News*.

Alas! an artistic temperament is seldom recognized until it's too late to spank.—*Baltimore Sun*.

England's troubles are felt all over the world. Even our regular front-page space-grabbers are hard hit.—*Brooklyn Eagle*.

After waiting about twenty years for Congressional relief, the wise farmer gets a job in town.—*Florence* (Ala.) *Herald*.

Goldfish are helpful. If it wasn't for them some brides would have no responsibilities at all.—*New York Telegram*.

A husband who is being cross-examined by his wife never subscribes to that old stuff about women being easily diverted.—*J. R. Wolf* in *Milwaukee Journal*.

Says Dr. Salov, addressing the editor of the *Newark Evening News*: "It would be easier to read than seven point... ing. A happy medium has been effected. It is easier to read than seven point... ers gives good legibility even wh... solid. Cast on seven point bod... Point Ionic gives the effect of... leaded—and with a de... word-count over the... The first paper... as the *Evening... N. J... a trial of... re enthu... of the... and read... words of commen... of the most appre... Joseph H. Salov, a lead... st, and past president of... Optometric Association... addressing the editor of... ing News: "It would be... or any one else who... unt of good that will... recent change in the... use in the makeup of... s was not recognized... so acknowledged by... ed in the conservation... is the accumulated un... on the eyes, due to the... and poor type used in... ers, that hastens the day... al aid must be sought. Al... versed in the nomenclature... you have been using for... says, it is of a style and charac... immediately makes itself felt... is far more readable and comfort... than the former style. I am sure... that there are many thousands of... readers who, possibly unknowingly, feel... the added comfort." After several years... of investigation and experimentation.*

TRADE MARK

LINOTYPE

The line... The eve... particularly ad... of newspaper s... advantage of t... ation of visior... out is restf... anotor

Study the design of this NEW face
Linotype 6 1/2 Point Ionic No. 5

See how perfectly it meets the difficult requirements of modern newspaper printing conditions. Notice the full, rounded contours of the letters, no "pig holes" or sharp corners to fill up with ink, no fine lines to break down in stereotyping.

Ask the nearest Linotype Agency for copies of newspaper set in this face and compare it with the body type you are now using both for legibility and word count. You will find it easier to read than 7 point faces and that it gives the same word count as a 6 point.

The 6 1/2 Point Ionic is made with italic and small caps and also in combination with Bold Face No. 2.

MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Representatives in the Principal Cities of the World

America's Complete Newspaper

New York
Herald Tribune



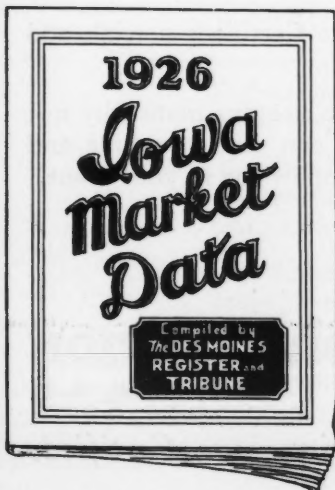
20% TO 90% COVERAGE IN EVERY TOWN CHECKED—

In the 801 Iowa cities and towns checked on this map The Sunday edition of The Des Moines Register and Tribune reaches from one-fifth to nine-tenths of The families. In these 801 cities and towns, therefore, as well as in Des Moines, merchants sell products advertised in The Register and Tribune.

THE DES MOINES REGISTER AND TRIBUNE

April Circulation, 177,677 Daily;
Net Paid

153,803, Sunday



Write for "1926 Iowa Market Data"—a carefully compiled picture of the Iowa market. Shows population—number of families, and males and females over 16 years—wholesale and retail distribution for every town of over 1,000 population.

Map showing electric service lines—number of electric appliances in use—list of all gas plants and gas appliances in use by cities.

Auto registrations and sales by counties—Iowa crop and livestock statistics for 1925—data on Iowa manufacturing.

Names and addresses of all Iowa jobbers of groceries, drugs, auto accessories, confectionery, hardware, radio and electrical appliances.

Map of Des Moines retail trade territory and data on city of Des Moines. Sent to any address on request.

HEARST HELPS YOUTH JAILED IN NEW YORK

Furnishes Bail for Hodges, Kansas
University Student, Who Attempted
Hold-Up — Reporters Also
Assisted in Boy's Defense

William Randolph Hearst aided considerably in the defense of Alexander Hodges, Jr., former University of Kansas student, who pleaded guilty recently to a charge of larceny following his attempted hold-up of an all-night restaurant in New York, using a cigarette case for a revolver.

Hodges is now free on \$5,000 bail, furnished by Mr. Hearst, and is working for a Wall street bank, pending further action of the court, scheduled for June 18.

New York newspapers carried the story of Hodges' arrest on April 20. Hodges had beaten his way to New York from the Southwest. He was penniless, and in a moment of recklessness, had attempted the hold-up. Getting away with some money, he was chased, was caught, and confessed his guilt. It was his first offense.

Mr. Hearst, then in New York, read the newspaper story and immediately telephoned the editor of his *New York American*. He didn't know the boy, but sympathized with him.

"I think that the Hodges boy ought to be given a suspended sentence," he said. "See what you can do about it."

Wesley Hamer, special writer on the American staff, and Carl Helm, lawyer and member of the Hearst legal department, were assigned to the case. Judge Leonard Snitkin volunteered his services as counsel.

Mr. Hamer and Mr. Helm went to the jail, where they bailed out Hodges. His clothes were ragged and dirty. He hadn't shaved for many days. Harold Spielburg, of a bonding concern, turned over the \$100 bail premium to the boy to enable him to purchase a new outfit. Thus transformed, the boy went out and got his present banking job.

Then the two Hearst men used all the political influence it was possible to bring to bear in the boy's behalf. After they had investigated the boy's past record, and found it spotless, they received sympathetic attention from authorities.

As a result of their work and the co-operation of the reporters who handle news of the criminal courts a plea of not guilty was suddenly changed to guilty. The boy's case was speeded up and rushed ahead of many others.

Reporters in the criminal courts building investigated the case and questioned Hodges; then they, too, got behind the boy. These reporters included Robert Wilkes, *New York World*, William Cox, *New York City News Association*, William Olsen, *New York Sun*, and Joseph Durkin, *New York Evening Journal*.

There are 548 Sunday newspapers in the United States, with an aggregate total circulation per issue of 23,354,622.

THE MARGACH FEEDER

for
Linotype, Intertype,
Monotype, Ludlow, and
Elrod machines
\$75.00 each

Further inquiries may be directed
to the

N. Y. Times Phila. Bulletin
Chicago Tribune Boston Herald

or several hundred other
publishers upon request.

Margach Mfg. Co., Inc.
211-215 Centre St., New York

ASSOCIATIONS

MISS ESTHER BOTTING was elected president of the Montreal branch of the CANADIAN WOMEN'S PRESS CLUB, for the ensuing year, at the club's annual meeting, held recently.

Spring meeting of the SOUTHEAST MISSOURI PRESS ASSOCIATION will be held in Jackson, Mo., June 11 and 12, President Doc Brydon, has announced.

BUFFALO LEAGUE OF ADVERTISING WOMEN has elected these new officers; President, Ursula Hanrahan; vice-president, Henrietta Kawant; corresponding secretary, Venorma Sommer; recording secretary, Margaret Benstock; treasurer, Clara Petzing.

PITTSBURGH ADVERTISING CLUB will hold its annual outing June 5, at the Pines on the Perry Highway, West of Pittsburgh. R. C. Groves, is chairman of the affair.

S. Luther Franzen, Davenport, Iowa, sales manager for the Jahn Ollier Engraving Company has been elected president of the DAVENPORT (IA.) ADVERTISING CLUB. Don McCandless was elected vice-president; P. C. Fisher, treasurer and Paul Johnson, secretary.

Captain Randolph Ridgely Jr., U. S. N., has been made an honorary member of the ATLANTIC CITY PRESS CLUB.

THIRD DISTRICT MINNESOTA EDITORIAL

ASSOCIATION at a special meeting held at Montgomery, Minn., May 17, elected W. K. Wilcox, editor of the *Elysian Enterprise*, president to succeed Carl Eastwood, the new president of the Minnesota Editorial Association. Committees were appointed on by-laws and to arrange for the summer outing.

Arthur Brayton was elected president of the DES MOINES, (IA.) ADVERTISING CLUB at the annual election and dinner, defeating Mel Hunnicutt by four votes. Other officers elected: Mac Harlau, vice-president; Walter Melong, secretary.

ADVERTISING CLUB OF JOHNSTOWN, PA., elected the following officers for the ensuing year: president, John Sheridan; first vice-president, Tom Nokes; second vice-president, Harry D. Corbin; treasurer Robert J. Glock; secretary Kenneth W. Ripple.

WASHINGTON STATE PRESS ASSOCIATION will hold its annual summer meeting and election of officers at Spokane, August 20 and 21.

GOOD FELLOWSHIP CLUB of the Associated Press telegraphers of New England, held its annual spring dinner and meeting last week at the Boston Yacht club. The speakers were Hugh F. E. Farrell, telegraph editor of the *Salem (Mass.) News*, E. P. Wolford, chief of operating personnel, New York; R. K. Smith, traffic district representative at Boston, and C.

G. Rogers of the Boston bureau. John J. Keating was re-elected president, Major L. Deane of Fitchburg was chosen vice-president, and Charles F. Whitney of the Boston bureau, secretary-treasurer.

Worcester will be host to approximately 500 delegates when the convention of the NEW ENGLAND ADVERTISING CLUBS is held there Nov. 8 and 9. Harry P. Hovey, past president of the Worcester Club is general chairman in charge of the arrangements.

Five monthly tournaments and a competition to decide who is the best golfer in the American Legion posts of Chicago have been planned by members of the ADVERTISING Post of the Legion.

J. H. Ruess of the Royal Printing Company, was unanimously elected president of the LONG BEACH (Cal.) *Advertising Club* for the ensuing year, at a recent meeting. Supporting Mr. Ruess, the Club elected Ben Marti, first vice-president; Jack Horner, of the Horner Advertising Agency, second vice-president; C. C. Lewis, treasurer.

ADDRESSES WANTED

Clarence E. Staats
A. H. Kirchofer

The Significance to Publishers of Certified Cold Stereotyping

Our Policy:

One Size

all mats 20" by 24"

One Quality

only the best we can make
—used by

The New York Times
Cleveland Plain Dealer
Christian Science Monitor
Detroit Times
and several hundred
others

One Price

15 cents on standing order

WE make only the best mats we know how—we make them good enough for the largest papers so that they are unquestionably suitable for the smaller ones.

In making Certified we keep constantly in mind that they are but a means to an end—the means by which you can discard your steamtables and still maintain satisfactory printing standards.

In other words we have aimed to reproduce the "wet mat" without any of the wet mat disadvantages.

That we have succeeded is best borne out by the fact that Certified Dry Mat cold stereotyping has displaced wet mats and steamtables in several hundred plants, and is day in and day out helping to produce well printed papers.

All that we ask you is to give Certified a trial, and draw your own conclusions.

If you are not now equipped to use dry mats why not let us tell you how Certified can save you time and money and improve working conditions in your plant.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue

New York, N. Y.

for wet mat printing with DRY MAT facility—use Certified

MADE IN THE U. S. A.



FACTS IN A NUTSHELL

What—The Press Congress of the World will meet in its third session for the discussion of Journalistic problems of moment.

Where—At Geneva and Lausanne, Switzerland.

When—September 14-18, 1926, when the Alpine Region is at its height of seasonal natural beauty.

Who—Persons engaged in any Journalistic endeavor, in any country, are eligible for membership in the Press Congress of the World.

Members attending the Third Congress will have an unusual opportunity to hear leading Journalists discuss the technique of newspaper making.

Delegates will be accorded front seats in the Press Gallery at the sessions of the League of Nations which is destined to be the center of world news interest at that time.

How—Journalists throughout the world are eligible to membership upon the approval of the Executive Committee, and upon the payment of annual dues as follows:

Individual members, \$5 annually.

Corporate Memberships, to be held by newspapers and other publications, schools of journalism, press associations, etc., \$50 per year.

Sustaining Memberships, voluntary gifts in any amount and from any legitimate source acceptable to the Executive Committee of the Press Congress.

Program—The five days' business sessions will include discussions of such subjects as:

"News Communications by Cable, Radio, Telephone, Telegraph, Air Mail, etc."

"Journalistic Ethics and Standards of Practice."

"Interchange of Journalists."

"Journalistic Organizations."

"Freedom of the Press" and "Journalistic Welfare."

This THIRD CONGRESS OF THE PRESS OF THE WORLD under the Presidency of Dr. Walter Williams will undoubtedly be the greatest gathering of newspaper men ever held.

Transportation—Following four days of sight-seeing and entertainment in New York City, August 31 to September 3, the delegates will sail on the palatial Cunarder S.S. Carmania, **Friday mid-night, September 3.**

Cost of the Trip—With rooms at \$170 each way, the cost, including first-class hotels, rail and water transportation abroad, all necessary tips and meals according to the custom of the country visited, will be \$960. Berths at \$150 each way will reduce the price to \$920.

Optional or Extension Tours—Five extension tours have been arranged for those who can spend more time in Europe than is called for by the official tour, which covers a period of six weeks.

\$100 Advance Deposit will reserve for you accommodations you desire on the Carmania. Make reservations now while choice rooms are available.

Address—Tour Department, PRESS CONGRESS OF THE WORLD, Suite 1700 Times Building, 42nd Street and Broadway, New York City, N. Y.

WHAT'S WHAT IN THE FEATURE FIELD

NEA Service Sponsoring Lillian Cannon's Channel Swim—Eugene MacLean Announces Opening of Producing Plant—Thompson Offers New Love Problem Serial

UNDER the auspices of NEA Service, Inc., New York and Cleveland, and the Scripps-Howard Newspapers, Miss Lillian Cannon, of Baltimore, has sailed for France to make an attempt to swim the English channel. With Miss Cannon is Nelson Robins, of the *Baltimore Post* staff, who will report the stunt for NEA.



Lillian Cannon

On her arrival in France, the swimmer will establish training quarters at Cape Gris Nez and will spend eight weeks preparing for the test. Her work there will be under the direction of Bill Burgess, one of the few men who have conquered the channel. Two dogs, pets of Miss Cannon's, will also attempt to swim the channel with her.

Although no woman has ever swum the channel, Miss Cannon believes she can do it. Last year she swam 22 miles across Chesapeake Bay, fighting a high wind and adverse tides and meeting conditions nearly as bad as those she must contend with in the channel. For the past few seasons, Miss Cannon has been a life guard at a beach near Baltimore. Although the channel swim has been her goal ever since she learned to swim, she was unable to get a chance until NEA agreed to back the attempt.

Now detective stories are being offered in strip form. McNaught Syndicate, Inc., New York, announced this week that Craig Kennedy had entered the newspaper strip world. Arthur B. Reeve writes the scenario and Harry J. Flemming does the art work. The new strip runs six days a week, and will be launched early in June.

Eugene MacLean announces the opening of a syndicate feature producing plant at 827 Folsom street, San Francisco, Cal. Harold Matson, formerly Pacific Coast manager of NEA Service, has been appointed manager of the enterprise. Previous to his connection with NEA, Matson was advertising and production manager for Thomas Seltzer, Inc., New York publishers. "Second Love" by Malcolm Duart is the first of a program of newspaper serial fiction to be produced by Mr. MacLean, as head of an independent syndicate. A second serial will be announced in June. Mr. MacLean was formerly president of NEA Service.

"Mary," by Ruth Dewey Groves, is a new love problem serial in 36 installments now being offered by the Thompson Feature Service, New York. The story has a New York setting, but has been written so that it may be localized by newspapers. Miss Groves in private life

is Mrs. A. A. Preciado. Mr. Preciado, former editor of Scripps-Howard newspapers in the Pacific Northwest, is at present with the Thompson Feature Service.

Mr. and Mrs. Millar of the Associated Editors' Syndicate, Chicago, are parents of a daughter, Patricia Ann.

Bell Syndicate, Inc., New York, has obtained the second serial rights to "The Man That Nobody Knows," by Bruce Barton, president of Barton, Durstine & Osborn, Inc., New York advertising agency.

Herbert S. Hollander, formerly financial editor of the *Washington Herald*, has joined the staff of the Ullman Feature Service, Washington, D. C. He will have charge of a new feature dealing with the trend of business as seen from the national capitol. The new feature will be one of four offered in combination during the summer months. The others will be "The Sunday Motorist," an automotive feature; "The Dial's Diary," a radio feature; and a sheet of shorts for boxes and feature heads.

Frank Simonds, writer on international affairs for the McClure Newspaper Syndicate, New York, has returned from abroad and is now at his summer estate, "Blighty" in New Hampshire.

George Britt, formerly manager of the Washington bureau of NEA Service, Inc., has been appointed manager of the New York office, succeeding Elmer Rossener, resigned. W. C. Etheridge has been made manager of NEA's San Francisco office, formerly held by Vid Larsen, resigned to write local politics in San Francisco.

Jay N. Darling, cartoonist for the New York Herald Tribune Syndicate, returned to Des Moines, Ia., his home, this week after a ten-days' visit in New York and Washington, and also at his son's school in Massachusetts. It was Mr. Darling's first trip east since he resumed work after his long illness.

George M. Whitehead has joined the sales staff of the United Features Syndicate, New York.

"Romances of America" is the title of a new strip being offered by NEA Service, Inc. It tells in picture form the love stories of famous people in American history. The story is being written by Hal Cochran and the drawings are by Lawrence Redner, who drew the strip "Ivanhoe."

Clare A. Briggs, cartoonist for the New York Herald Tribune Syndicate, is in Quebec at Lac Archambault for two weeks of trout fishing.

"The Patter" is the title of the new newspaper serial by Beatrice Burton, now being offered by Johnson Features, Inc., New York.

Leslie Fulenwider, president of Famous Features, Inc., returned to New York this week from a trip through the eastern states.

Fred L. Ferguson, president of NEA Service, Inc., has returned to New York from a business trip to the Pacific Coast.

Dr. Alvin Bell, a Toledo, O., clergyman, is author of a new weekly feature called "The Gist of the Bible," which has been added to the list of Johnson Features, Inc. W. H. Johnson, president of Johnson Features, Inc., left New York this week for New Orleans on a business trip.

SPECIALIZE Your Appeal to Floridians

The people of Florida are cosmopolitan. They have come from all parts of the United States and are thoroughly representative. But—

The climate of Florida is so different from that of the rest of the country that this state is quite distinctive in its seasons and demands. When the Northern merchant is selling overcoats, snowshoes, anti-freeze mixtures and chilblain cures, the Florida merchant is selling straw hats, tennis shoes, bathing suits, electric fans and sunburn ointment. The general campaign aimed at the country as a whole, therefore, is not always appropriate for Florida.

Here during the winter months are approximately three million people with cosmopolitan tastes and more than average buying power. Here is a great and fast growing market.

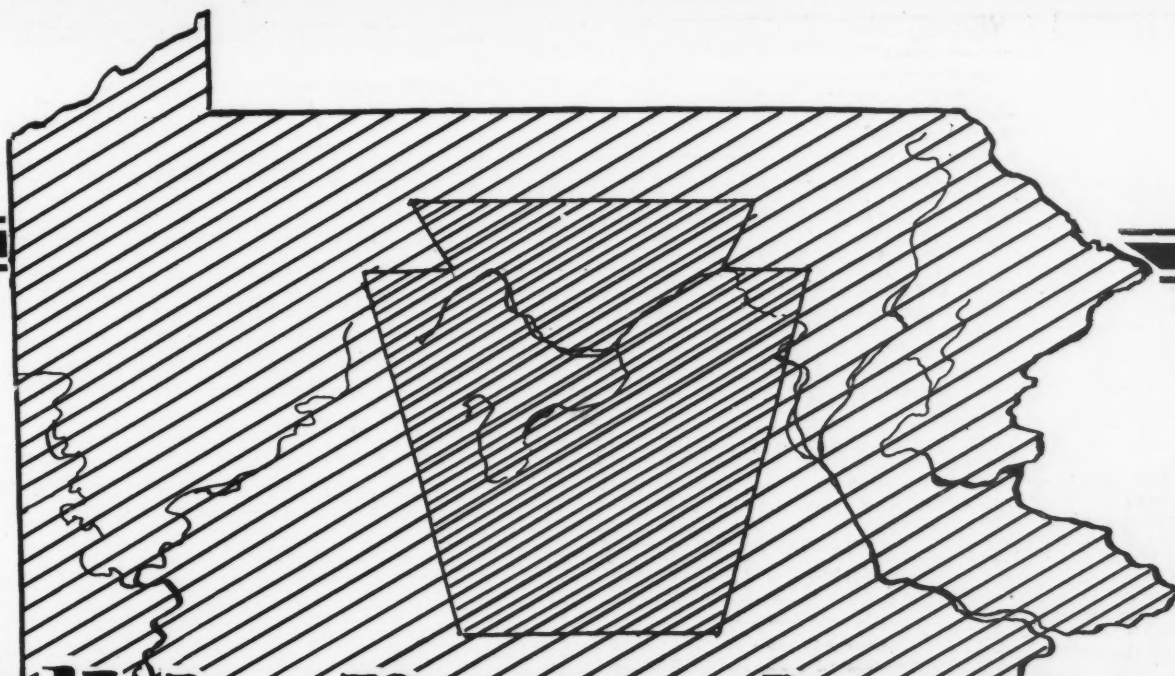
To get the greatest possible results from this market, specialize your advertising appeal and use the special media that cover Florida most completely and economically—the Associated Dailies.

ASSOCIATED DAILIES of Florida

510 Clark Bldg.

Jacksonville, Florida

Bradenton News	Miami Tribune
Clearwater Sun	New Smyrna News
Daytona Beach Journal	Ocala Central Florida Times
Daytona Beach News	Orlando Morning Sentinel
Deland Daily News	Orlando Reporter-Star
Eustis Lake Region	Palatka News
Ft. Lauderdale News	Palm Beach Daily News
Ft. Myers Press	Palm Beach Post
Ft. Myers Tropical News	Palm Beach Times
Ft. Pierce News-Tribune	Pensacola Journal
Ft. Pierce Record	Pensacola News
Gainesville News	Plant City Courier
Gainesville Sun	St. Augustine Record
Jacksonville Florida Times-Union	St. Petersburg Independent
Jacksonville Journal	St. Petersburg News
Key West Citizen	St. Petersburg Times
Kissimmee Gazette	Sanford Herald
Lakeland Ledger	Sarasota Herald
Lakeland Star-Telegram	Sarasota Times
Lake Worth Leader	Stuart Daily News
Melbourne Journal	Tampa Times
Miami Daily News	Tampa Tribune
Miami Herald	Winter Haven Chief
Miami Illustrated Daily Tab	



Sell to Pennsylvania ~~~

*Unsurpassed in Industry, Commerce,
Mining and Agriculture ♥ ♥ ♥ ♥ ♥*

Pennsylvania has broken all previous records for building construction and production of industrial products during 1925. This year shows that it will surpass 1925.

Conditions are good in mining and agriculture as well. Consumer demand will be greater in 1926 than it was last year.

Get the benefit of this increasing market. Advertise in the daily papers of the home cities of Pennsylvania.

The dailies are ready to give you excellent service and aid you in planning the distribution and sale of your products.

	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)	25,652	.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)	15,857	.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)	18,136	.06	.06
††West Chester Local News(E)	11,860	.04	.04
**Wilkes-Barre Times-Leader(E)	26,204	.06	.06
††Williamsport Sun(E) }	28,000	.09	.09
†Gazette & Bulletin.....(M) }			
††York Dispatch(E)	19,632	.05	.05

*A. B. C. Publishers' Statement, Sept. 30, 1925.
**A. B. C. Statement, March 31, 1926.
††Government Statement, March 31, 1926.

WITH THE GENERAL ADVERTISERS

U. S. Shipping Board Placing Newspaper Advertising—Summer Campaign for Chicago & Northwestern Railroad—Lee Named Dodge Sales Manager

STARTING July 1, the United States Shipping Board Fleet Corporation will place an advertising campaign in newspapers, magazines and trade papers. The account is handled jointly by Dorrance, Sullivan & Co., Inc., and Barton, Durstine & Osborn, Inc., New York advertising agencies. About two-thirds of the space will be in newspapers. Copy is being prepared to promote two passenger and 31 freight lines.

A \$100,000 summer advertising campaign in newspapers was started this week by the Chicago & Northwestern Railroad, placed through the Chicago office of the H. E. Lesan Advertising Agency, Inc. The campaign presents the attractions of the Wisconsin Lakes, Northern Minnesota, Colorado, and other middle western vacation lands. Prince & Ripley, Westchester real estate operators, have placed their advertising with this same agency's New York office. New accounts for the Chicago office include the Own-Your-Home Exposition, Martin & Martin, manufacturers of household specialties, and the Cornell Wood Products Company, all of Chicago. The first two clients are newspaper accounts.

John R. Lee has been appointed general sales manager of Dodge Brothers, Inc. Mr. Lee has been assistant general sales manager since last December, prior to that having served several years as assistant to the president. Three new assistant general sales managers were appointed to serve with Mr. Lee. They are: H. J. New, formerly director of distribution; W. M. Purves, former division sales manager; and R. R. Valpey, former director of the commercial car and truck division.

The Studebaker Corporation of America, Inc., has appointed the Roche Advertising Company of Chicago to direct its advertising account, effective July 1. The agency was recently incorporated by John Pierre Roche, formerly vice-president of the McJunkin Advertising Company, Chicago. Associated with him are Stewart Westen, vice-president; D. C. Plank, treasurer; and Miner F. Williamson, secretary.

The Publicity Bureau of Vancouver, B. C., is placing advertising in United States newspaper to attract tourists. "A Land of Enchantment is Calling You" is the slogan being used.

Canadian daily newspapers are being used by the Canadian Screen & Wire Cloth Association, formed by a group of screen and wire manufacturers. The campaign is being directed by the Hamilton Advertisers' Agency Limited, Hamilton, Ont.

A new company is soon to be formed to take over the Fulmer-Century Division of the Eastman Kodak Company. The new concern will be known as the Fulmer-Graflex Corporation. Under provisions of a long term agreement the new company will have available the sales organization of the Eastman Kodak Company.

Plans for a four-year co-operative advertising and merchandising program will be presented to members of the National Council of Lighting Fixture Manufacturers at the annual general convention to be held in Montreal, June 23-26. The program, which was approved April 21 by the executive committee, is based on a trade survey of the industry made by Granville P. Rogers, now acting as managing director of the association. Meetings will be held in the Windsor Hotel, Montreal.

Derek White, Pacific Coast advertising man, has been appointed advertising and promotion manager of the C. J. Breir

company's chain of department stores. There are 55 stores in the northwest.

A few hours after announcement of its defeat in patent litigation that lasted more than two years, the National Cash Register Company this week bought from the Remington Cash Register Company, its successful opponent, a general license under the patent which was in litigation and under eight other issued patents and patent applications. The purchase price was \$2,000,000.

A newspaper schedule is being arranged to carry the copy of Blynn Shoes, Inc., New York chain store operator, by the Arthur Hirshon Company, New York agency.

TWO NEWS MEN DROWN SEEKING GOLD FIELDS

Indian Courier Finds English Writers' Overturned Canoe in Lac Seul—Were To Write of Canadian Gold Rush

HUDSON, Ont., May 25.—An Indian courier du bois brought the news of the tragic drowning in the cold waters of Lac Seul of two young English journalists.

The two young men, Stanley Quinn, 20, and Sydney Stebbings, 23, were on their way from Hudson to the Red Lake gold field to cover the rush for several newspapers and magazines in England.

The pair were ill-equipped and utterly inexperienced having with them four dogs and no dog feed. They arrived three weeks ago anxious to be on their way to the field. Provincial Constable Patrick Jago forbade their starting because of the almost impossible going—even for sourdoughs—over the rough route, still covered with winter's ice and snow.

They complied with his order and on his advice made camp, waiting for the open water. Meanwhile they outfitted with an 18 foot canoe and employed themselves with making a sail for it, which Jago promptly seized and burned as a measure of safety.

Thursday, May 13, with the constable's permission they took to the water bidding him a friendly farewell at the dock.

"Their canoe was well loaded," said Jago. "The last thing I told them was to stick to the shore all the way and if it started to blow, to make for the nearest point."

Their plan was to follow the winter route portaging from lake to lake between here and Lac Seul and then to skirt the northern shore of the big lake till they reached Pine Ridge.

On Sunday afternoon the courier du bois, William Briskett, brought word to the factor of the Lac Seul post that he had seen a waterlogged canoe near where Canoe River enters Lac Seul, five miles east of the post.

Stanley Westly, another Indian, who had seen Quinn and Stebbings on one of the lakes to the north of here, went with Briskett and located the canoe, full of water and beached on the shore.

A water soaked dunnage bag, two hats and a floating paddle gave mute evidence of the tragedy.

Little is known of the pair as to what papers they wrote for, their relatives or their friends in Canada, most of their papers being lost with them.

Raising Fund for "Old Ironsides"

The Chicago Daily Journal is sponsoring an "Old Ironsides" patriotic subscription by which school children can contribute to the fund to restore America's oldest battleship, now lying in the water in the Boston navy yard badly in need of repairs.

6,000 More Circulation in Thirteen Weeks

That's what I got for The Clarksburg, W. Va., Telegram.

I did not employ a contest—make anyone mad—impose on readers' good nature, or use any tricks. I merely sold The Telegram to more than 6,000 new subscribers in Clarksburg and contiguous territory and the publisher, Col. Guy T. Viskniski is holding the circulation with a rattling good paper.

All the contests and schemes in the world can't get and hold as much circulation as a good paper and a clean, systematic canvass. It's an unbeatable combination. I can help you improve your paper if it needs that and get you all the business you want.

I survey the holding power of papers I work for and recommend such changes in their editorial contents as may be necessary to retain new business.

If you want more circulation I will get it quietly, efficiently, and at low cost.

Write or wire for full particulars of the work I have done for other papers and what I can do for you.

F. J. Marks Circulation Service

2524 East 73rd Street
Cleveland, O.

Good Reporters make Good Newspapers

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

THE COPY DESK MAKES GOOD REPORTERS

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

NEW YORK COPY DESK TRAINING

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

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

Editorial Department

Newspaper Institute of America
25 West 45th Street
New York

ADVERTISING AGENCY AFFAIRS

Staadeker, Former Editor, Opens Agency in Cincinnati—Arnold Resigns from Frank Seaman, Inc.—Klau-Van Pietersom-Dunlap-Younggreen Appoint Lemmon

M. L. STAADEKER, formerly managing editor of the *Frankfort* (Ky.) *State Journal*, has opened a new advertising agency under his own name in Cincinnati. Mr. Staadeker recently handled the publicity and advertising campaign of "Take-A-Picture Week" in Cincinnati and surrounding territory. He has been in agency work for several years.

Before engaging in advertising he served in an editorial capacity on the *Indianapolis News*, the *Louisville Courier-Journal*, the *Cincinnati Times-Star* and the *Cincinnati Post*.

F. A. Arnold, who has completed nine years of continuous service as an officer and director of Frank Seaman, Inc., New York advertising agency, has resigned, effective June 1. After a short vacation, Mr. Arnold plans to reenter the advertising field and will announce his new connection at a later date.

John H. Lemmon has joined the staff of Klau-Van Pietersom-Dunlap-Younggreen, Inc., advertising agency of Milwaukee. Mr. Lemmon was formerly with Henri, Hurst & McDonald of Chicago and Power, Alexander & Jenkins of Detroit.

Roy R. Boomer, former Spokane theater man, has established a general advertising agency with offices in the Exchange National Bank, Spokane, Wash.

R. T. Kuhn, formerly of the Botsford-Constantine Company and the Honig-Cooper Company, has opened an advertising agency in Portland. He was formerly an instructor in the school of journalism at the University of Oregon.

Hereafter **Gayner, Inc.**, advertising and marketing counsel of Los Angeles, will be known as **Gayner-Harris, Inc.**, following the acquisition of a partnership in the organization by Milton F. Harris, formerly advertising manager for Armour & Co., Chicago. **Walter Gayner**, president and founder of **Gayner, Inc.**, continues as president, while Mr. Harris becomes vice-president.

AD TIPS

Dorrance, Sullivan & Co., Inc., 130 West 42nd street, New York. Making contracts for United States Shipping Board Fleet Corporation advertising in magazines, newspapers and trade papers for the U. S. Government budget year starting July 1st, 1926.

Evans, Kip & Hackett, Inc., 247 Park avenue, New York. Placing account of B. Presman Company, New York, drugs, and the Grimes Radio Engineering Company, Staten Island, N. Y.

Charles W. Hoyt Company, Inc., 115 West 32nd street, New York. Now handling account of Dentinol & Pyorrhocide Company, New York, manufacturers "Pyorrhocide" tooth powder.

Izzard Company, Times Building, Seattle, Washington. Will handle account of the Northwestern Fruit Exchange, Wenatchee, Washington, to advertise "Skookum" brand of apples.

Porter, Eastman, Byrne Company, 22 West Monroe street, Chicago. Has secured account of the Madison Basketcraft Company, Burlington, Iowa, manufacturers "Fireside" baskets.

Fred M. Randall Company, Book Building, Detroit, Michigan. Sending out orders and contracts to newspapers for the Edgar A. Murray Company, Detroit, Michigan. Also, orders and contracts to motor papers and weeklies for the Morse Chain Company, Ithaca, New York.

M. L. Staadeker, 65 Pickering Building, Cincinnati. Placing account of the Robert Hagen Tailoring Company, Cincinnati, and the Laxafood Laboratories, Cincinnati.

General Electric Company. Planning a newspaper campaign, all copy to be placed direct.

Guenther-Law, Inc., 131 Cedar street, New York. Placing account of Goddard & Company, Inc.

Hanf-Metzger, Inc., 95 Madison avenue, New York. Placing account of the Consolidated Cigar Company.

Frank Presbrey, president of the Frank Presbrey Company, has written an article called "The History of Advertising," which will appear in the July issue of *World's Work*. The article will state that the first thing approaching a newspaper advertisement was printed in a German newsbook in 1591, and announced a treatise upon a strange plant that had suddenly appeared in Germany. Mr. Presbrey calls Benjamin Franklin the first American advertiser.

John L. De Brueys, former advertising manager of the National Bond and Mortgage Corporation, Houston, Tex., has joined the staff of the Rein Company, Houston advertising agency.

C. E. Brinkerhoff, Chicago advertising agency, announced the opening of a Cleveland office June 1. It will be in charge of M. M. Wanderman. This agency has taken over the accounts of the Scher-Hirst Company, Continental Jewelry Company, John MacGregor, Alexander Hill, and the Meredith Corporation, all of Cleveland.

H. E. Lesan Advertising Agency, the J. Walter Thompson Company, Barrows & Richardson, Kelly-Smith Company, Conde Nast Publishing Company and the Lay Company have leased space in the new Eastern Offices Building, 43rd street and Lexington avenue, New York. The building will be ready for occupancy in the spring of 1927.

The **Roche Advertising Company**, 310 South Michigan avenue, Chicago, with a capital of \$50,000, has been granted a charter by the Illinois secretary of state. The incorporators are John P. Roche, E. H. Roche, and Miner F. Williamson.

"The Land of the Golden Fleece" is the title of an attractive brochure descriptive of Australia, its resources, allurements, and products, just issued by the Catts-Patterson Company, Ltd., of Sydney and Melbourne. Statistics, text and pictures are combined attractively. The book is printed in sepia and gold on india tint plate paper and includes an announcement that **George Patterson** of the firm will shortly visit the United States.

Hotel Roosevelt, New York. Placing copy for a newspaper campaign direct.

H. K. McCann Company, 295 Madison avenue, New York. Placing account for the Berkshire Hills Conference.

McLain-Simpers Organization, 9 East 45th street, New York. Handling account of the Bedford Springs Hotel.

J. Walter Thompson Company, 244 Madison avenue, New York. Placing account of the United States Rubber Company.

Wood, Putnam & Wood Co., 105 West 40th street, New York. Planning a newspaper campaign for the Young & Griffin Coffee Company, advertising their Franco American coffee.

N. Y. Theta Sigma Phi Alumnae Meet

The New York alumnae of Theta Sigma Phi, honorary journalistic sorority, held a meeting and program May 27 for the benefit of the Women's National Journalistic Register, an employment bureau sponsored by them. The meeting was addressed by Miss **Ida A. R. Wylie**, English author, and by Miss **Dorothy Ducas**, Pulitzer prize winner.

Four Win Medill Scholarships

Two women and two men have been awarded the scholarships given annually by the Joseph Medill School of Journalism of Northwestern University, Chicago. The winners are Miss **Ruby Gerhardt**, who will return to the university next fall for her master's degree; **Philip Jordan**, editor of the *Daily Northwestern*, next year; **John D. Allen**, a graduate of the University of Chicago, and Miss **Louise Comstock**.

The "SPEEDMAT" HAS GONE OVER BIG

First announced by circular letter April 21st already more than 200 newspapers have tried out "SPEEDMATS" and have unhesitatingly pronounced them to be the best dry mats ever used in their plants.

The newspaper plants of the smaller cities (those operating from one to four presses) may now secure at low cost a dry mat which, except for a large number of plates, is in every way equal to the now famous "METROPOLITAN" dry mat, which has never once failed in a metropolitan plant.

In that it requires little or no packing except on very open pages, does not have to be oiled or chalked, and has a beautiful printing surface, the Wood "SPEEDMAT" is the speediest and most reliable dry mat ever made.

Whether now using German, American, English, or transplanted German dry mats, a trial of the "SPEEDMAT" will convince you of its superiority.

Order a case or two and rid your plant of dry mat trouble.

Price 15 cents at Mill

WOOD FLONG CORPORATION
501 FIFTH AVENUE, NEW YORK CITY

AMERICAN COURTS INSISTING ON HIGH STANDARD OF ADVERTISING METHODS

Vogue Magazine Granted Injunction Against Vogue Hat Company—Judge Raps "International Trade-Mark Fraud"
—Decision Being Cited by Other Courts

INSISTENCE by the courts on a high standard of advertising was demonstrated recently in a decision handed down by Chief Judge Denison of the Circuit Court of Appeals in Cincinnati, granting an injunction to *Vogue* magazine against the Vogue Hat Company of New York, and the Thompson-Hudson Company, Toledo department store, restraining them from selling millinery under the name "Vogue Hats," and from representing that the hats are made by the publisher of the magazine.

The defendant, Vogue Hat Company, was selling women's hats marked with a label infringing the V-Girl trade-mark of the Vogue Company, and was labeling its product "Vogue Hats." The Court of Appeals held that in thus labeling its hats the Vogue Hat Company was guilty of intentional fraud.

The court held further that this fraud permeated the whole plan under which the Vogue Hat Company built up its business and that because of its long continued attempt to mislead the public into the belief that these so-called Vogue Hats were made by or connected with the publisher of the magazine, *Vogue*, the court should grant the following relief:

That, if the Vogue Hat Company marks its hats as "Vogue Hats," it must in addition, mark them with the name of a manufacturer whose name does not contain the word "Vogue," and if it wishes to preserve its corporate name, "Vogue Hat Company," it must not, under any circumstances, mark its hats "Vogue Hats."

Similarly, the relief granted by the court forbids the sale of hats marked

"Vogue Hats," by the retailer defendant, unless, in addition, they are marked with the name of a maker which does not contain the word "Vogue," and if the maker is given as "Vogue Hat Company," such hats may not be marked "Vogue Hats."

The Circuit Court of Appeals handed down two decisions in this case, the first one several months ago, the final decision having just been rendered.

Already the case has attracted considerable attention among lawyers, and the decisions have been repeatedly cited by other courts, because of the fact that it lays down the principle that unfair competition is not limited merely to imitation by one competitor of the trade-marks of another, but may be applied to any situation that brings about a confusion of the public as to the identity of the maker of goods. The court held that the hat manufacturer was deliberately capitalizing on the popularity and reputation of *Vogue* magazine, and by a confusing use of the word "Vogue" was using that reputation to sell his goods.

Attorneys for *Vogue* Magazine, Harry D. Nims and Macdonald DeWitt, of New York, point out that the case is of further interest because it is an illustration of the high standards of advertising upon which the courts are now insisting.

On the subject of unfair competition, Chief Judge Denison, writing the opinion of the court, said:

"We come, then, to what is called 'unfair competition'. This is nothing but a convenient name for the doctrine that no one should be allowed to sell his goods as those of another. This rule is usually invoked when there is an actual market competition, between the analogous prod-

ucts of the plaintiff and the defendants and so it has been natural enough to speak of it as the doctrine of unfair competition; but there is no fetish in the word 'competition'. The invocation of equity rests more vitally upon unfairness. If B. represents that his goods are made by A, and if the damage therefrom to A, is to be seen, we are aware of no consideration which makes it controlling whether this damage to A will come from market competition with some article which A is then manufacturing or will come in some other way. The injury to A is present, and the fraud upon the consumer is present; nothing else is needed."

A. P. LUNCH ON NOYES' YACHT

Executive Committee and Officials Entertained Aboard Asthore

Members of the Associated Press executive committee and officers were luncheon guests of Frank B. Noyes, A. P. president and publisher of the *Washington Star*, on board Mr. Noyes' yacht, the *Asthore*, in New York harbor this week. The executive committee met in New York May 25 and 26, and adjourned for the luncheon on Wednesday.

Those invited were E. Lansing Ray, *St. Louis Globe-Democrat*; Clark Howell, *Atlanta Constitution*; Benjamin H. Anthony, *New Bedford Standard*; Elbert H. Baker, *Cleveland Plain-Dealer*; Robert McLean, *Philadelphia Bulletin*; Kent Cooper, general manager; Jackson S. Elliott, assistant general manager, and Milton Garges, traffic superintendent.

Executive Changes in Olympia

Fred B. Judges, editor of the *Olympia* (Wash.) *Evening Recorder* and *Morning Olympian*, and F. E. Mayol, managing editor for both publications have been succeeded by Earl McCallum, as general manager, and J. L. Burton Lewis, as editor.

CLEVENGER NAMED PRESIDENT

Perth Amboy News Publisher Heads New Jersey A. P. Members

J. Logan Clevenger, publisher of the *Perth Amboy News*, was this week elected president of the New Jersey members of the Associated Press, which held its annual meeting in Newark.

F. E. Croasdale, *Atlantic City Press-Union*, was named secretary and William B. Bryant, *Paterson Press-Guardian* was re-elected to represent the New Jersey members of the eastern division's advisory board.

The association adopted a resolution congratulating the management of the A. P. on the recent broadening of the news report and commended the work of Kent Cooper, general manager; Edward S. McKernon, eastern division superintendent, and David Fernster, Newark correspondent.

Farewell Dinner for DeVries

Herman DeVries, music critic of the *Chicago Evening American*, and Mrs. DeVries, were honor guests at a dinner attended by music critics of all Chicago daily newspapers, on the eve of their sailing for Europe May 30. Glenn Dillard Gunn, critic of the *Chicago Herald and Examiner*, acted as toastmaster. Other guests included Edward Moore, *Chicago Tribune*; Maurice Rosenfeld, *Daily News*; Eugene Stinson, *Daily Journal*, and Karlton Hackett, *Evening Post*.

Ingersoll Approves Capper-Kelly Bill

Approval of the Capper-Kelly bill, now before Congress, which allows manufacturers a voice in fixing retail prices, was expressed by William H. Ingersoll of the Ingersoll Watch Company, addressing a luncheon of the League of Advertising Women in New York this week. Opponents of the bill, he said, claim they are coerced by the manufacturers' advertising to handle goods against their will.

"What has happened to THE FOURTH ESTATE?"

I am asked this question daily since the appearance on its editorial page of the following peculiarly worded notice:

"Midway in the preparation of this issue the publishing of THE FOURTH ESTATE passed into new hands.

"The severing of relations between Mr. Ernest F. Birmingham and this publication prompts a grateful acknowledgment of the many years during which his great ability served this field so well, and the wish that his future activities may be happily prosperous."

The notice is signed by H. M. Newman, who does not tell us who he is or by what authority he assumes to speak; and the names of the corporation, The Fourth Estate Publishing Company, with its president, secretary and treasurer, have been eliminated, contrary to the laws of the State of New York, which require a statement in each issue of the ownership of every newspaper.

The situation is a most complicated one and calls for a distinct warning to all who have continued to subscribe to THE FOURTH ESTATE and to use it as an advertising medium, under the belief that they were dealing with me or my representatives.

The fact is that the paper has been "running wild" since December, 1923. The full story of the scheme to wrest the control from me, of the methods employed thereunder, and of the changes in character and conduct of the paper itself is very interesting, and is being prepared for general dissemination.

As newspaper and advertising men generally know, I founded THE FOURTH ESTATE in 1894, and any announcement of a new control of it, insofar as it would indicate a sale by me, is inaccurate and misleading.

A so-called "operating committee," to the formation of which more than a year ago I consented through a misunderstanding, and the legality of which is in dispute, consummated a so-called sale of the newspaper, contrary to my wishes, but the necessary legal steps have been taken to have declared illegal the agreement under which the committee essayed to act, and to have it set aside.

Simultaneously, actions have been begun against the members of the committee for breach of contract and for heavy damages thereunder, and various legal actions are being instituted.

Meantime a group of my good friends are co-operating in the establishment of a new publication, THE NEWSPAPER NEWS, of which I am to be the publisher, and which will "carry on" under the same high policies which gave THE FOURTH ESTATE its reputation as "a newspaper for newspaper men" previous to the two-year period herein referred to.

Advertisements for the first issue of THE NEWSPAPER NEWS, which is scheduled for issue June 11 (my sixty-sixth birthday), will be much appreciated and given careful personal attention by me, and those who are kind enough to give this evidence of their belief in and support of the kind of newspaper I produced during those thirty years of hard work are assured of as complete a coverage of the newspaper and advertising fields as is humanly possible.

THE NEWSPAPER NEWS will be published exclusively in the interest of the members of the profession which Edmund Burke characterized as a "fourth estate" of the realm. It will not assume to represent the advertising interests, but the advertiser will naturally subscribe for and read intensively the publication which stands avowedly for newspaper advertising, to learn at first hand all he can about the newspapers that are seeking to persuade him that they are the leading advertising medium.

• ERNEST F. BIRMINGHAM
1819 Broadway
(Manufacturers Trust Bldg.)
Columbus Circle NEW YORK CITY

Phone: Columbus 5857
or Susquehanna 8440.

TRADE COMMISSION HITS DECEITFUL COPY BY NEW STIPULATION RULES

If Respondents Execute Agreement to Refrain from Forbidden Advertising and Trade Practices, Prosecution Will Be Suspended

By BART CAMPBELL

WASHINGTON, May 26—A new move to prevent fake or deceptive advertising was made this week by a majority vote of the Federal Trade Commission in establishing fixed rules or stipulations involving the use of misleading brands or labels, corporate or trade names or advertising matter, all of which are condemned as unfair methods of competition.

The stipulations designated, where they involve such unfair methods, are to be accepted by the Commission and whatever proceeding may be pending against a respondent dismissed by the Commission after the respondent has executed an agreement to cease and desist from the alleged unfair methods with the further understanding should the unfair methods ever be resumed the stipulation may be used as evidence against such respondent in a further proceeding by the Commission.

Commissioners Nugent and Thompson dissented from the orders accepting the stipulations on the grounds that complaints should be issued against the respondents and the cases tried that the "public might be informed of the unfair practices adopted by the respondents and their law-abiding competitors be benefited by increased trade."

These are the stipulations:

Stipulation No. 14.

"Respondent, a corporation engaged in the sale and distribution of hosiery, sweaters, knitted wear and knitted merchandise and in competition with other individuals, firms, partnerships and corporations also engaged in the sale of similar products, entered into the following stipulation of facts and agreement to cease and desist forever from the alleged unfair methods of competition used by it in the sale of its product.

"Respondent, engaged in the sale and distribution of knitted wear and other merchandise in commerce between and among various states of the United States, adopted the words 'Knitting' and 'Mills' as part of its corporate or trade name, which said corporate or trade name, containing the words 'Knitting' and 'Mills' it used on its letterheads, circulars and other advertising matter circulated in interstate commerce in soliciting the sale of the selling of its product, and has advertised and represented its said product as sold direct from mill to consumer; when in truth and in fact the said respondent has not owned, controlled or operated and does not own, control or operate a mill or factory manufacturing the knitted clothing sold by it.

"Respondent also advertised for sale, and sold, in commerce knitted garments called sweater shirts and described the same as "wool fleeced," when in truth and in fact the said garment contained no wool whatsoever; and the said respondent advertised for sale, and sold, in commerce certain knitted garments under the name of 'Kamel Koat'; when in truth and in fact the said garment contained no camel's hair whatsoever; respondent further represented and advertised similar sweaters under the trade name 'Fibre Silk'; when in truth and in fact said garments contained no silk whatsoever.

"Respondent agreed to cease and desist forever from the use of the words 'Knitting' and 'Mills' together or separately, as part of, or in connection with its corporate name in the sale of its product in interstate commerce, and also agreed to cease and desist from representing that its product was sold direct from mill to consumer. Said respondent further agreed to cease and desist from the use of the words 'wool fleeced' in advertising or describing garments not made of wool; and from the use of the words 'Kamel

Koat' or other similar designations in the sale of garments not made from camel's hair; and from the use of the words 'Fibre Silk' or other designation containing the word 'Silk' upon any goods or garments not made of genuine silk, the product of the silk worm. Respondent further agreed that if it should ever resume or indulge in any of the practices named herein, or in any manner violate the terms of this stipulation, then in any proceeding before the Commission the facts herein stated shall be deemed to have been proved and their truth admitted by the introduction of this stipulation in evidence."

Stipulation No. 15.

"Respondent, an individual engaged in the sale and distribution of knitted clothing in interstate commerce and in competition with other individuals, firms, partnerships and corporations also engaged in the sale of similar products, entered into the following stipulation of facts and agreement to cease and desist forever from the alleged unfair methods of competition used in the sale of his product.

"Respondent engaged in the sale and distribution of clothing in interstate commerce adopted as part of his trade name the words 'Knitting' and 'Mills,' which said trade name containing the words 'Knitting' and 'Mills' was used on order blanks, price lists, letterheads and other advertising matter circulated in interstate commerce in soliciting the sale of and selling his product; when in truth and in fact the aforesaid respondent does not own, control or operate a mill or factory for the manufacture of the knitted products sold by him.

"Respondent agreed to cease and desist forever from the use of the words 'Knitting' or 'Mills' either independently or in conjunction each with the other as part of or in connection or conjunction with his trade name, and the use of the aforesaid words on his order blanks, price lists, letterheads and other advertising matter circulated in interstate commerce in soliciting the sale of and selling his product, or the use of the words 'Knitting' or 'Mills' in any other way that may have the capacity and tendency to mislead and deceive the purchasing public into the erroneous belief that the aforesaid respondent owned, operated or controlled a mill or factory manufacturing the knitted clothing sold by him. Respondent also agreed that if he should ever resume or indulge in any of the practices, as set forth above, the foregoing statement of facts may be used in evidence against him."



YOU CAN REACH A HALF-MILLION HOMES

The daily papers listed below puts you in touch with a half million prosperous homes in Indiana.

For the National Advertiser it offers an unusual opportunity. Here is a territory very easily reached, where good railroad facilities and good roads make distribution of products economically possible.

Good farms, prosperous industrials and mineral wealth add to the advantages of exploiting your product in a territory where business is good every month in the year.

Create a demand for your products in this area; the daily papers will help you in reaching the homes in the most direct method.

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

	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 ..(E)	22,254 .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.

M. MURDOCK TO TOUR EUROPE BY AIR

Wichita Eagle Publisher, Flying Enthusiast, Reaches N. Y. by Plane
—Will Cover Continental Countries in 3 Weeks

Marcellus M. Murdock, publisher of the *Wichita Eagle*, will tour Europe by air.

Mr. Murdock, left Wichita at 8 o'clock Tuesday morning for Chicago, the first lap in the trip to New York, where he was to sail at midnight, Friday, on the *Olympic* for Europe. He will be joined in New York by his son, Marsh Murdock, a student at Columbia University. The two will spend three weeks visiting and studying conditions in several of the more important European capitals.

On the first lap of the journey from Wichita to Chicago, Mr. Murdock, was piloted by E. T. Lott, operations manager for the National Air Transport. The trip to Chicago was made in one of the company's ships.

After arriving in Europe Mr. Murdock, plans to cover many points of interest in what will undoubtedly be record time, landing at Cherbourg, he will go to Paris by rail, where he will immediately take passage to London over the trans-channel airway.

From London he will fly to The Hague.

From The Hague he will have one of his longest rides to Berlin. From Berlin he expects to go to Vienna, and if plane service is available to Budapest. From Vienna he will fly to Switzerland. From Switzerland he will fly to Nice. The next point is on the northern Spanish border, it is probable that this stretch will be covered by train as air service is not thought to be available. From the border he will go to Madrid by air. This leg of the journey will offer the longest flight of



Victor Murdock gives brother Marcellus "the air"

the whole tour. There is no aviation service to the south or west coast of Spain from Madrid, and railway service will be used to connect with the ship for the trip home.

The capitals and the countries named in the itinerary will be covered in less than three weeks with considerable rest and sight-seeing between flights.

Mr. Murdock, in making the European trip, at this time for the purpose of studying Europe from a newspaper standpoint. He is using the airplane route in order to save time. He is an enthusiastic flyer, and interested in air service in the Southwest. He has made a number of business trips by air and pronounces them profitable in the time saved.

He has been an enthusiastic supporter of the air programs both of Wichita and the nation at large. He was one of the first Wichita business men to use planes in the furtherance of his business. One

of the first trips he made was from Wichita to Minneapolis, at that time recognized as an outstanding one for the distance covered. He has served on the Air Committee of the Wichita Chamber of Commerce and was one of 16 men who put up \$1,000 each to buy the land to establish an airport in Wichita.

EASTON FREE PRESS CHANGES

Edgar H. Weller Succeeds W. T. Bassett as Managing Editor

The *Easton* (Pa.) *Free Press* announced a re-organization May 24, which put local men in charge of editing and publishing the newspaper.

Edgar H. Weller succeeded W. T. Bassett as managing editor; L. N. Wagner became director of the advertising department and John W. Mann, secretary-treasurer, became business manager.

FAST TIME BY GLOBE-TROTTER

Goldstrom, N. A. N. A. Reporter, Beating All Records on Round-World Race

John Goldstrom, former reporter for the *New York Evening World*, is beating all previous records so far on his race-around-the-world, an enterprise fostered by the North American Newspaper Alliance.

Goldstrom left New York May 19 and by May 26 had arrived in Berlin, and left there the next day for Moscow by airplane. Fog delayed him at Koenigsberg.

John Henry Mears, who holds the speed record as a globe-trotter, while he was a reporter for the *New York Sun* 13 years ago, required seven days, six hours, and 29 minutes to reach Berlin from New York. Goldstrom's time was six days, five hours and 40 minutes.

Spanish Journalist Coming Here

Marquess de Valde Iglesias, director of *Madrid Epoca*, is enroute to the United States from Spain. During a seven-day visit in this country, he expects to interview President Coolidge, Senator Borah, and J. P. Morgan.

James E. Hardenbergh Resigns

James E. Hardenbergh has resigned as general manager of the New York City News Association, a position he has held since 1895. In accepting his resignation, the association voted Mr. Hardenbergh a pension. W. G. Henderson, succeeds him.

Pulitzer Prize to Aid Poets

The \$1,000 Pulitzer prize awarded to the estate of the late Amy Lowell for her book of verse "What's o'Clock" will be turned over to a scholarship fund for poets who wish to travel, according to an announcement made this week at Columbia University.

Just the Facts

about the 1257 American cities and towns where daily newspapers are published upon which all effective sales and advertising operations must be based.

Facts which cover every essential element of every known trading condition, in every market reached by the daily newspaper.

From 150 to 500 facts and sets of figures for each of the 1257 cities—thoroughly authentic data, gathered by more than 5,000 trained experts, brought strictly up to date, and getting more detailed and more complete every year.

Nothing like it anywhere—nothing so accurate, nothing so comprehensive, nothing so unbiased.

Just a Foot and a Half High

Pressed down tight, is the pile of letters asking for the 1925

EDITOR & PUBLISHER'S Space Buyers' Guide

received after the last copy had been disposed of. These requests came from firm members, space buyers, account executives and research directors in leading Advertising Agencies handling National Newspaper advertising, and from national advertising executives in charge of sales promotion and advertising, many of whom found that the copies received with their subscriptions did not suffice, or had become worn out.

THIS SHOWS THREE THINGS:

1. How solidly Editor & Publisher's Space Buyers' Guide has taken hold of advertisers as their one indispensable tool.
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BRITISH GAZETTE IN "SWAN SONG" TELLS HOW IT MET STRIKE CRISIS

All Type Set By Daily Express Official After First Day—
Other Papers' Foremen Directed Morning
Post Editorial Men at Presses

DETAILS have just been received of the organization and conduct of the *British Gazette*, the daily instituted by the Government to take the place of the regular newspapers suspended by the recent general strike. The paper told its story as a feature of its last issue on May 13, describing the enterprise as "one of the most signal exploits and adventures in the annals of English journalism which defeated the attempt to keep the country in the dark during a formidable crisis in its affairs and vindicated the press against a new conspiracy to muzzle its freedom." The story goes on:

It was impossible to acquiesce in the prospect of a nation, exposed to the interruption of the whole of its social and industrial economy, and at the same time deprived of its news, and of the one medium through which public opinion might find and express itself.

But what was to be done?

The Government were alert to the emergency, and the Chancellor of the Exchequer called to the Treasury on Monday the representatives of the Newspaper Proprietors' Association (representing the London Press) and of the Newspaper Society (representing the Provincial Press). But he obtained from the conference little comfort or encouragement. Its members were unable to agree to the suggestion that they should co-operate in the production of a common emergency news-sheet, and the conference broke up indecisively.

At this juncture, the editor of the *Morning Post* wrote to J. C. C. Davidson, M. P., the Deputy Civil Commissioner for London, saying that, with the co-operation of the Government, he would undertake to produce a four-page bulletin paper, to the number of 100,000 daily, and suggesting that if there were any difficulty, the Government should commandeer some big newspaper office (that of the *Morning Post* or another) and order so many papers to be produced.

Meanwhile, the work of producing what promised to be the last issue of the *Morning Post* for an indefinite time proceeded. An emergency edition was sent out at 9 o'clock, and, as the mechanical staff did not strike until they had completed the regular shift, it was possible to produce at midnight a 20-page edition of the *Morning Post*, though its distribution was limited by the cessation of the train services.

At a hastily-snatched dinner on the Monday evening, the editor, the general manager and the managing editor agreed that the *Morning Post* must somehow play its part in the crisis that was approaching, and they drafted a formal memorandum for presentation to the

Government, outlining a definite scheme of co-operation with the Government. It offered, if adequate protection were given, to print at first 100,000 copies of a news-sheet a night, and to raise the output to 400,000 copies by the end of the week. It placed the staff of the *Morning Post* at the service of the Government, to work under its direction and authority.

Late that night important visitors to the editor were announced; and into the editorial room marched the Chancellor of the Exchequer, Sir Samuel Hoare, J. C. C. Davidson, and a train of departmental officials. They had come to act on the suggestion of the editor's letter; to commandeer on behalf of His Majesty's Government the *Morning Post*; and to convert it off hand into a Government news sheet—the *British Gazette*. Sir Malcolm Fraser was put in charge as the direct representative of the Government.

The step about to be taken was a momentous one for the *Morning Post* and hardly less so for the Government who never before had taken responsibility for the production of a daily newspaper. In more than 150 years the *Morning Post* had but once intermitted its daily issue, and now not only were all its resources to be handed over to others, but its very name was to disappear.

Only the extreme gravity of the occasion could have justified the innovation on the one side, and the self-effacement on the other.

The act of taking over having been confirmed by a Cabinet Minute, signed by Winston Churchill, the conference in the editor's room, with the technical hands of the paper present to advise, was continued until three o'clock in the morning.

What was the utmost that could be done with the plant and resources available? For the answer to that question everything depended on the attitude of the men employed on the mechanical side, especially the compositors.

At four o'clock in the morning on the fateful Tuesday, the general manager called a meeting of the machine-room overseers, and put the case to them. All but the foundry overseer agreed to carry on.

Now came the crucial test—what would the staff of the composing room do? The Printer—A. Turner, who was a tower of strength, a man of infinite resource and untiring energy all through the unexampled ordeal—was confident

they would stand by the paper. Summoned by telegram and brought in by motor-car at an hour earlier than usual, they were assembled in the composing room and addressed by the editor and the general manager. They responded heartily to the appeal to stand by the paper which many of them had served so long; but they felt it to be their duty to report to their union, the London Society of Compositors.

Pending instructions, they started the setting of the first number of the *British Gazette*, and had got up five columns of matter when, at five o'clock, their representative came back to say that they were forbidden to touch the work.

There was nothing more to be said, and it seemed doubtful whether there was anything more to be done; for the production of a newspaper without anyone to set the type is impossible.

When the last men had gone, the iron doors of the composing room were shut with a clang, and—the work went on.

For measures had already been taken to meet the emergency which had arisen.

The Chancellor of the Exchequer had rung up Lord Beaverbrook to ask what help he could give; and Lord Beaverbrook responded by lending for the service of the *British Gazette* the one man without whom it is not too much to say the situation could not have been saved. This was Sydney W. H. Long, the night superintendent of the *Daily Express*—a man of great experience and rare skill on the technical side of the printing. After working for years as a linotype operator, he had become master-printer and then night superintendent of Lord Beaverbrook's paper. He was also a stout trade unionist and had played a leading part in getting for the Compositors' Union their present charter. It was in his hands alone that the setting of the *British Gazette* depended. But five columns of the 14 in the first number were set. The rest Mr. Long did with his own hands, except for the little brought in from the outside by the Stationery Office.

Of the readers, three remained staunch—R. Harris, the head-reader, P. J. Greene and F. Moody.

With Mr. Long, came Mr. Evans, head machine-room overseer, and Mr. Trotter, chief mechanical engineer of the *Daily Express*. By the courtesy of the directors, Alfred Hawkins, chief stereotyper of the *Daily Mail*, was provided for the foundry a little later.

In the machine room, where the great presses operate, there was left of the *Morning Post* staff only Mr. Holmes, works manager, and Mr. Boyd, machine-room overseer of the *Morning Post*, but they were reinforced by Mr. Thompson, chief engineer of the *Morning Post*, Mr. Norris, chief electrician, and Mr. Palmer, linotype mechanic.

But three or four men, however expert, cannot run two rotary presses. Crews for each machine are required, to handle the paper reels, to oil and tend the machinery, to clothe the cylinders with the stereo-plates, and to take away

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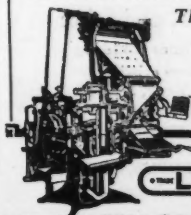
From the **Linotype Mailbag**

Small ones as well as big ones

"Surely thank you for taking care of my very small orders of late, particularly the liner ordered by telegram. Telegram was issued from this office at 1:30 P.M. and we received the liner the following morning at eight bells, saving the trimming of slugs for three lengthy reports.

"Realize these minor orders are more of a detriment to you than benefit, and surely appreciated the immediate service."

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printed papers as they pour from the flies.

There was some volunteer labor available, all of it inexpert, but it was thought better on this critical occasion to depend on members of the Morning Post household; and so the editorial staff, most of which was out of commission in dealing with so small a paper, clothed itself in dungarees, and marched down to the machine-room, to be initiated into its job.

Such a sight was never seen before. Leader-writers, art and music critics, reporters, sub-editors, financial experts—every able-bodied man, of whatever rank or station, was recruited for the occasion, and all responded to the call with "a frolic welcome."

The machines were late in starting. There was an accident in the foundry. A mold was broken; it took nearly two hours to clear away the splashed metal so that the autoplate would work again.

It was nearly midnight when the last plate had been locked on the cylinder, and the signal to start was given. It was a night of "toil and ineffable weariness" for all engaged—a night full of anxieties and some disappointments, as might be expected with what was after all but a brilliant improvisation.

But the end was achieved. By six o'clock in the morning 230,000 copies of the first number of the British Gazette had been produced, and largely distributed.

The first supplies were sent to the aeroplane stations to be conveyed to the provinces, and the remainder of the edition was despatched by motor-van or car.

On Wednesday morning the British Gazette was a newspaper in being.

On the first night it had been necessary to leave the two inside pages of the four-page sheet a blank. On the next night, Wednesday, all four were filled with news, and the amount of the issue was more than doubled. Indeed the total print increased rapidly in geometrical progression, until, at the end of a week, no fewer than two million copies of the British Gazette were being printed and distributed all over the country.

To produce this result a complete re-organization of the office had to be undertaken.

The Government had placed editorial direction in the hands of Sir Malcolm Fraser; the control, on behalf of H. M. Stationery Office, in those of W. R. Codling; and the work of distribution was undertaken by Mr. Kimpton, of Messrs. W. H. Smith & Son. Admiral Sir Reginald Hall was called in to take charge of personnel. Paper supplies were committed to E. Bowater, and ink supplies to G. W. Dane.

A new telephone system was installed as in the twinkling of an eye, and arrangements were made for feeding the multitudinous staff which rapidly grew up for transporting many workers to and from their homes, and for sleeping others on the premises.

The protection of the building also became a primary necessity. Its approaches were guarded by Metropolitan police and special constables, and admission to the building could only be obtained on official pass. The building was like a beleaguered fortress.

The work on the production of the paper began at 10 o'clock in the morning—only an hour or two after the printing of it had been suspended.

Owing to the fact that there was only one man operating the linotype, a very early start was essential. Those of the editorial staff who were not employed on editing or sub-editing took turns as copy-holders in the reading-room, where the chief reader and two of his colleagues had stood by, or in the composing room, pulling proofs, or driving cars, or even acting as messengers.

To understand the strain under which the British Gazette was produced in its early days, it is only necessary to realize that many of the key-men worked, sleeping in snatches, for 72 hours on end; and that a number of these never left the building at all. Without such devotion to their task the British Gazette would never have been possible.

Now that the end of the strike has

come, and the need for a Government news-sheet is over—now that the organization so hurriedly improvised, is working at its highest efficiency—the elaborate machine, so painfully and laboriously constructed and adjusted, has to be scrapped.

That is the irony of the situation. But the heroic task attempted has been achieved. The situation, desperate though it seemed, has been saved. The most formidable and insidious attempt that has yet been made to cripple the freedom of the press and to withhold essential news from the public has been frustrated.

The British Gazette may have had a short life; but it has fulfilled the purpose of living.

It becomes a memory; but it remains a monument.

The circulation of the British Gazette by days follows:

May 5.....	232,000
May 6.....	507,000
May 7.....	655,000
May 8.....	836,000
May 10.....	1,127,600
May 11.....	1,801,400
May 12.....	2,209,000

A. P. CORRESPONDENTS MAY GET BY-LINES

Co-operative News Gathering Body Changing Policy of Anonymity to Meet Demand of Newspaper Publishers

Associated Press correspondents may soon be allowed to attach their by-lines to important dispatches.

The trend in this direction was evidenced this week, when many A. P. member newspapers published an introductory note over a story on the Ex-Kaiser dated from Doorn, Holland, stating it was written by Elmer Roberts. Roberts, now chief of the Paris A. P. bureau, was head of the Berlin bureau from 1902 to 1911 and came into intimate contact with the Kaiser during that period.

Jackson S. Elliott, assistant general manager of the Associated Press, explained the new policy to EDITOR & PUBLISHER as a waiving of anonymity on special occasions. He said the innovation, which would eventually result in use of by-lines over important dispatches, had been brought about because of a real demand on the part of newspaper publishers. The publishers, he pointed out, always welcomed opportunities for telling in their newspapers about the personal exploits of newsgatherers.

At present notes to editors are frequently sent out with important dispatches, telling who wrote them. Editors are permitted to publish these notes if they please.

GIFT TO HARDING MEMORIAL

Associated Press Presents Last Stickful of Type to Marion, O.

The last stickful of type set by President Harding in the office of the *Fairbanks* (Alaska) *News Miner* has been presented by the Associated Press to the Harding Memorial Association, Marion, O.

The type was given to the Associated Press by the late W. F. Thompson, publisher of the *News-Miner*. Mr. Thompson died Jan. 4, this year. Major O. M. Baldinger accepted the A. P.'s gift, and notified the association it had been placed in the Harding museum in Marion.

Iola Register in New Home

The *Iola* (Kans.) *Register* has just moved into a new newspaper home, fire-proof building, 50 by 100 feet, of brick and stone finish. Charles F. Scott bought the paper in 1882 when Iola was a village and so has published the paper for 44 years.

The FALL RIVER HERALD

(MASS.)

ANNOUNCES

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ROME G. BROWN DIES IN MINNEAPOLIS

Noted Attorney Was Publisher of Minneapolis Tribune from 1919 to 1921—Won Praise of Taft For Work Against Judicial Recall

Rome G. Brown, 63, publisher of the *Minneapolis Tribune* from 1919 to 1921 and prominent attorney, died in Minneapolis, May 22.

Mr. Brown became head of the *Tribune* in December, 1919, succeeding C. George



Rome G. Brown

Krogness, who had directed the paper as general manager for a year following the death of W. J. Murphy, for a quarter-century owner of the paper. Mr. Brown had been Mr. Murphy's attorney during all that period.

Mr. Brown was author of a series of articles "Some Points on the Law of the Press," printed in *EDITOR & PUBLISHER* in 1922.

He was born in Montpelier, Vt., June 15, 1862. He was graduated from Harvard in 1884, magna cum laude, and three years later was admitted to the Vermont bar. He immediately went to Minneapolis, and later became counsel for various industrial corporations of Minnesota. In 1911 he was chairman of the Minnesota State Board of Commissioners on Uniform State Laws and in 1913-14 was vice-president of the National Conference of Commissioners on Uniform State Laws.

From 1906 to 1909, Mr. Brown was a member of the executive committee of the American Bar Association, and from 1912 to 1919 chairman of the association's committee opposed to judicial recall. For his work against judicial recall he was praised by Chief Justice Taft.

Mr. Brown was president of the Minnesota State Bar Association in 1906 and 1907, and president of the Associated Harvard Clubs of the United States in the same years. He was a member of Phi Beta Kappa and of several clubs, including the Harvard Clubs of New York and Boston.

Charles Nichols Webb Dies

Charles Nichols Webb, 37, for two years market editor of the *Duluth (Minn.) News Tribune* died at a Duluth hospital May 23, following an operation. He was the author of several books of poetry, and at the time of his death was working on a novel. His poetry and articles were published in various nationally known magazines. He was a veteran of the World War and unmarried. He began his newspaper career on the *Lancaster (Wis.) Grant County Herald*, following graduation from the University of Wisconsin in 1912, and worked on many Wisconsin and Minnesota papers.

St. Louis Writer Dies

Antoine R. Rivet, 74, a newspaper man for 52 years, died in St. Louis, on May 23, and was buried there May 26. A native of St. Louis, Mr. Rivet began on the old *St. Louis Times* in 1874, then went to the *Missouri Republican*, later the *St. Louis Republic*. For the last 34 years he had been with the *Globe-Democrat*, part of the time as financial and commercial editor.

Girl Reporter Killed

Miss Kathleen Fairbank, 22, city court reporter and feature writer for the *Buffalo Times*, was killed in an automobile accident near Lockport, N. Y., May 21. With two other persons Miss Fairbank was pinned beneath the wreckage when the car left the road and was burned to death before her release could be effected. Miss Fairbank had been in newspaper work five years.

Obituary

HENRY WILLIAM STOY, 73, editor of the *Guthrie Center (Ia.) Times* for 40 years died May 17 at his home. He was a native of Washington county, Pennsylvania and had been in the newspaper business 60 years.

ERNEST WHITWORTH, 50, a printer for the *Seattle Times* for 27 years, died May 4, at his home.

JOHN L. MORRISON, 64, publisher of the *Duluth Rip-Saw*, died in Superior, Wis., May 18.

MRS. W. L. ROBERTSON, wife of the editor of the *Fergus Falls (Minn.) Daily Journal*, died May 20.

DR. FRANK EUGENE BALDWIN, 50, son

of the late Eugene F. Baldwin, founder of the *Peoria (Ill.) Star* died May 16 in his home in Peoria. His mother Mrs. Fannie G. Baldwin is now president of the *Star* Company.

JACOB A. BLUMER, 85, died at his home in Allentown, Pa., May 19. Mr. Blumer for 27 years was connected with the *Allentown Chronicle News*. He was a veteran of the Civil War.

ROBERT BECKER, 43, superintendent of the *Worcester (Mass.) Evening Post* press room, died suddenly last week at the Post Graduate Hospital in New York where he had been undergoing treatment for heart disease. He had been with the *Evening Post* for 25 years.

JAMES L. MUXLEY, 45, proprietor of the Franklin Printing Company, San Antonio, and member of the Typographical Union, died in a San Antonio hospital recently. He was a native of Nashville, Tenn.

PARKER SHERWIN, 43, died May 19, at Edgelynn sanatorium near Spokane, Wash. He had been a member of the staffs of the *Spokane Chronicle* and the *Spokane Review*. He was also at various times connected with the Associated Press and the *Denver Post*.

New England Agency Men Meet

New England council of the American Association of Advertising Agencies met in Boston, May 25. Roys S. Durstine, of Barton, Durstine and Osborne, association president, and James O'Shaughnessy, secretary, attended. John F. O'Connell, of O'Connell-Ingalls Advertising Agency, Boston, is council chairman.

N. Y. Weekly Adopts Tabloid Form

United America, a weekly paper for the Italian-Americans of New York City was changed to newspaper tabloid form last Saturday. It is printed in English. H. Stuart Morrison, formerly with the Hearst organization is managing editor.

Nebraskans' Outing July 29-31

Ole Buck, field manager for the Nebraska Press Association, has announced July 29-31 as dates for the annual outing of the association at Omaha. Four hundred members are expected to attend.

Still Gaining!

The net paid average daily circulation for **THE BALTIMORE NEWS** for April was 124,636—the highest under its present management.

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have to know . . .

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CONTENTS

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FUTURE PULPWOOD MAY COME FROM ASIA

Asiatic Poplar Fully Equal to Spruce for Newsprint Purposes Says Boston Expert—Has Faster Growth

By NORMAN J. RADDER

"Don't try to solve the paper problem by planting spruce trees. There is a tree that is equal to the spruce in the quality of pulp and far superior to it in rapidity of growth. This is a poplar tree from Northeastern Asia."

This is the advice offered by Ernest H. Wilson, assistant director of the Arnold Arboretum, Jamaica Plain, Boston, Mass. The Arboretum, with 6,000 growing trees



The Asiatic poplar—a suggested pulpwood source

and shrubs which have been collected from all over the world, is a great museum of living trees. It was founded in 1868 through the generosity of James Arnold, a merchant of New Bedford, Mass. Mr. Arnold thought it would be a good thing to send plant explorers to all parts of the world to get trees and shrubs and then to plant them to see which would survive in New England and be artistically and commercially valuable.

Mr. Wilson is known by his associates as "Chinese Wilson" because of his many expeditions into the interior of China. Other explorers for the Arboretum have sought rare and beautiful trees and shrubs in Japan, Korea, Australia, New Zealand, Chile, Argentina, and many other countries. Such shrubs as the Japanese barberry, the tree lilac, the climbing hydrangea, the evergreen bittersweet, are among the "plant immigrants" introduced to this country by the Arnold Arboretum.

Just as the chemist has improved on nature by making synthetic products far superior in intensity of coloring and economy of production to those of nature, so the Arboretum is prepared to advise New England farmers and commercial foresters how the selection of nature can be improved upon. In other words, the trees now growing in New England are not necessarily those that are best suited for the commercial needs of industry, Mr. Wilson believes.

"When the time comes that America must plant trees to take care of its wood pulp needs, the Asiatic poplar would be a better tree than the spruce because it grows faster," Mr. Wilson points out. "Not only will it grow faster, but it is remarkably free from disease and it attains great height. Specimens of this tree have been growing in the Arboretum for years. The Asiatic poplar is fully equal to the spruce in the quality of its pulp."

This is Mr. Wilson's advice if America wishes to grow her pulp supply on this continent. He has, however, an alternative suggestion, namely that the pulp supply of the world can be grown more cheaply in the tropics than in temperate latitudes.

"Every day is a growing day in the

tropics," Mr. Wilson explains. "The world will undoubtedly come to rely more and more on the tropics for wood. There are shrubs in the tropics that are so quick-growing that they might best solve the pulp problem."

NEW HIGH NEWSPRINT RECORD SET THIS YEAR

1,142,068 Tons Produced by U. S. and Canadian Mills in First Four Months of 1926—Canada Ahead of U. S.

Newsprint production in the United States during April, 1926, amounted to 145,327 tons and shipments to 144,600 tons, the News Print Service Bureau, New York, has announced. Production in Canada amounted to 151,739 tons and shipments to 154,015 tons, making a total United States and Canadian production of 297,066 tons and shipments of 298,615 tons. There were also 14,347 tons of newsprint made in Newfoundland with 1,005 tons made in Mexico, so that the total North American production in April, 1926, was 312,418 tons.

The United States mills made 11 per cent more in the first four months of 1926 than in the same period of 1925 and the Canadian mills made 18 per cent more than in the first four months of 1925.

The combined production of the United States and Canadian mills in the first four months of 1926 was 14 per cent more than in the same period of 1925.

Stocks of newsprint paper at United States mills totaled 19,478 tons at the end of April and at Canadian mills 12,415 tons, making a combined total of 31,893 tons, which was equivalent to 2.7 days' average production.

UNITED STATES MILLS

	Production, Actual Tons Per Month	Shipments, Tons Per Month	Mill Stocks
1926—January	140,026	139,012	16,338
February	129,622	128,635	14,791
March	145,910	142,666	18,352
April	145,327	144,600	19,478
Four months	560,885	554,913	19,478
1925—Four months	504,643	498,693	29,446
1924—Four months	500,464	491,708	31,868
1923—Four months	488,076	488,386	18,876
1922—Four months	432,962	432,022	24,874
1921—Four months	449,810	439,467	35,106
1920—Four months	500,014	493,710	21,673

CANADIAN MILLS

1926—January	139,688	136,498	14,602
February	135,663	133,505	13,500
March	154,093	153,157	14,800
April	151,739	154,015	12,415
Four months	581,183	579,175	12,415
1925—Four months	492,945	489,365	25,163
1924—Four months	452,322	445,738	20,978
1923—Four months	400,993	395,632	12,357
1922—Four months	328,434	333,545	8,726
1921—Four months	268,212	257,627	21,632
1920—Four months	289,439	285,663	11,484

UNITED STATES AND CANADIAN MILLS

1926—January	279,714	275,510	30,940
February	265,285	264,140	28,291
March	300,003	295,823	33,152
April	297,066	298,615	31,893
Four months	1,142,068	1,134,088	31,893
1925—Four months	997,588	988,058	54,609
1924—Four months	952,786	937,446	52,846
1923—Four months	889,069	884,018	31,233
1922—Four months	761,396	765,567	33,600
1921—Four months	718,022	697,094	56,738
1920—Four months	789,453	779,273	33,157

DOMINANT!

in Pinellas County, Florida

Daily News

ST. PETERSBURG'S PICTURE PAPER

Owned by Frank Fortune Pulver Edited by Major Alfred Birdsall

America's Biggest Tabloid Florida's Fastest Growing Newspaper

To be assured of Complete Coverage—USE THE NEWS

The only paper in St. Petersburg, Florida, whose application has been accepted by Audit Bureau of Circulations.

Represented by

GEORGE B. DAVID COMPANY
NEW YORK: 116 East 42nd Street
CHICAGO: 1010 Hartford Building

NEWSPRINT SALESMEN INSPECT MILLS

Sales Staff of International Paper Company Makes Tour of Firm's Plants—Eighth Machine at Three Rivers to Start Soon

Headed by Joseph L. Fearing, vice-president and sales manager, 11 members of the International Paper Company's sales organization spent last week inspecting the company's plants at Glens Falls, Hudson River, Fort Edward, Ticonderoga, and Three Rivers, Que. Leaving New York headquarters May 17, they returned May 23.



JOSEPH L. FEARING

When the party was at Three Rivers, seven of the eight newsprint machines were in operation. This mill has doubled its capacity during the last year, according to Mr. Fearing. The eighth machine will be ready for operation May 31, and then, Mr. Fearing said, the plant will represent the biggest newsprint unit in the world, having a capacity of 750 tons a day under one roof.

The sales executives were particularly interested in the bureau of tests installed at the Glens Falls plant. Into this laboratory come each day samples of the paper and pulp produced at every International mill to be tested for cleanness and proper grinding, cooking of the sulphite, and the texture and general appearance of the paper.

Mr. Fearing said that International was building a new mill on the Gatineau

river near Ottawa, which would be a 500-ton unit at first, but which could easily support a considerably larger capacity. Work is being rushed and the first machine is expected to start early in January.

In addition to Mr. Fearing, those who made the trip were: R. C. Tilden, assistant sales manager; R. B. Harbison, western sales agent; R. W. Remont, Pittsburgh sales agent; J. E. A. Hussey, Boston sales agent; W. E. Mansfield, Atlanta sales agent; L. M. Davis, manager of the news division; J. Earll, New York office manager; D. H. Newell, New York; C. E. Rice, Boston; J. M. Allen, Pittsburgh; and F. C. Rowley, Philadelphia.

Talbott Joins Fourth Estate

Greenville Talbott, of the promotion department, *New York Sun*, has resigned to become associate editor of the *Fourth Estate*.

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.

Regional Advertising

Regional Rates

in

The Christian Science Monitor

An International Daily Newspaper Publishing SELECTED ADVERTISING ATLANTIC, CENTRAL and PACIFIC Editions

Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

Boston New York Kansas City
Philadelphia London San Francisco
Chicago Paris Los Angeles
Cleveland Florence Seattle
Detroit Portland

"Buy What You Can Use"

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

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 360 N. Mich. Ave. New York
Woodward & Kelly 360 N. Mich. Ave. Chicago



Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

FRESNO REPUBLICAN

Fresno, Calif.

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

WHAT THEY ARE SAYING

"ADVERTISING DOESN'T SELL PAPERS"

"LET'S get one thing straight, first. Advertising sells very few papers. I have seen lines of persons standing in front of newspaper offices, eagerly waiting for the want ads. I know women who read the ads first, but the greater majority of the readers buy papers for anything but advertising. It's an intrusion on the reader and nothing else. Don't believe the bunk advertising men hand you about advertising being news—it isn't, and never will be. We are not selling advertising papers, we are selling newspapers and when advertising is permitted to crowd out news, whenever publicity gets in disguised as news, whenever news stories are suppressed to please advertisers, whenever advertising dominates a paper, raise hell about it. Let us always bear in mind that we are selling reading matter—news and features—and let us insist that the contracts we make with readers take precedence over the contracts the advertising managers make with advertisers."—J. Omansky, circulation manager, *Cleveland Times*, before Ohio Circulation Managers Assn.

* * *

SELLING POWER OF ADVERTISING

"ONE has but to glance over the newspapers of today to be convinced by the quantity and quality of advertising matter of its vital influence in salesmanship. Advertising is both a science and an art, and, I might say, aesthetic withal. Those qualities are the outgrowth of a demand, particularly on the part of womenkind—just as she has demanded the beautiful and colorful in dress, automobiles and furniture. The development of the color idea, or 'complex' as our highbrow friends are wont to call it, has been one of the most marked mental metamorphoses of recent years."—S. E. Boney, Raleigh, N. C., before North Carolina merchants convention.

* * *

NEWSPAPERS AS "UPLIFTERS"

"WHEN your car gets stuck in the mud the rear wheels spin around and your friends advise you to call for help, get a bunch of newspapers, slip them under the rear wheels, turn on the juice and see the wheels come out of the mire. Newspapers are great uplifters. When your business gets into a rut, the newspaper will help you out if you use the advertising columns."—College Corner News.

* * *

FREE PUBLICITY HURTS ADVERTISERS

"MANY crimes have been committed in the name of merchandising service cooperation but underlying all of this work is, I believe, a serious attempt to arrive at more definite conclusions. I do not mean by this that we should tolerate for a moment any exploitation of our news columns which are, and should be, an entirely separate entity. On the contrary, I should be quite as vigorous in demanding that the advertisers recognize, quite apart from any moral obligations we have toward the public on this score, that it is not good business for them."—Walter A. Strong, publisher, *Chicago Daily News*.

**8 FURNITURE STORES
POOL ADVERTISING**

**Chicago Groups Co-operate to Take
Full-Page Newspaper Space Weekly
—Buying Activities Also
Merged**

An interesting experiment in newspaper advertising and one that is proving successful is being carried on by eight Chicago furniture stores. Through the persistent effort of Edward Greenstone of Greenstone Furniture Company a group of eight local dealers met in March and a non-profit corporation was organized under the name of "Associated Furniture Inc." The chief purpose was to pool their advertising allowances, which would be spent in local papers, and also to band together to purchase furniture at lower prices.

The stores are widely separated and there is practically no overlapping in territory. Officers were elected, and then advertising counsel through Woolf and Gurwit Advertising Agency was sought. Later Thomas Henderson of the *Chicago Evening American*, was invited to attend the conferences. An advertising plan whereby they would use a page a week in the *American* was developed. This space has been used once each week since the first of April. Lately this space has been broadened, and this advertising proved so satisfactory that an enlarged appropriation has been made, and space

is being used in the *Chicago Daily News*.

Two-men committees were appointed to handle the buying of each type of furniture. One committee, for instance, is in charge of buying the living room furniture, another the kitchen furniture, etc. The committees meet weekly and discuss the sales of various kinds of furniture at each store, and determine the amount of each class of furniture needed to be purchased for the different stores.

The officers include: Richard Fitzgerald of the Fitzgerald Furniture Company, president; Edward Greenstone, vice-president; David Rose of the Rose Furniture Company, secretary; Henry Marcus of the Marcus Furniture Company, treasurer.

New Press in Hartford

The *Hartford (Conn.) Times* recently put into operation a 12-unit heavy-design unit-type Hoe Press, with three super-speed double folders. It was announced to Times' readers and advertisers in a supplement recently issued, showing an eight-column picture of the machine, a semi-technical description and a brief history of the newspaper.

J. P. Sinnott Gets Political Job

James P. Sinnott, for three years Albany correspondent of the *New York Morning Telegraph*, has been appointed secretary of the New York police department by Police Commissioner McLaughlin. The salary is \$7,500 a year.

Editor & Publisher

WILL KEEP "OPEN HOUSE"

**During the Associated Advertising Clubs
of the World Convention**

June 20 to 24

IN ROOM 105

BELLEVUE STRATFORD HOTEL

Philadelphia

Here we want all our friends, old and new, to come as often as they can—make it their Headquarters—help themselves freely to all the comforts and conveniences which we shall provide and meet their friends there.

Members of the staff will always be on hand to make you feel at home and to serve you in any way you may need.

EDITOR & PUBLISHER

Suite 1700 Times Building

Broadway at 42nd St.

New York

CLASSIFIED MEN TO HOLD "SPEECHLESS" CONVENTION IN PHILADELPHIA

E. L. Greene of B. B. B. To Be Sole Speaker at Philadelphia Meet—Round Table Discussions By Entire Membership Dominate Program

THE business of selling classified advertising will be attacked from virtually every angle at the seventh annual convention of the Association of Newspaper Classified Advertising Managers to be held in Philadelphia June 22-23, during the international convention of the Associated Advertising Clubs of the World.

The complete program, just issued by president Charles W. Nax, classified manager of the *St. Louis Globe-Democrat*, provides a minimum of formal addresses, and a maximum of round table discussions under leadership of a chairman. Discussions will revolve about specific topics outlined in the printed program.

The only formal address of the convention will be given by E. L. Greene, manager of the National Better Business Bureau.

Fundamentals of salesmanship, developing voluntary business, promotion, service, credits and collections, are the four general divisions of the program, which follows:

TUESDAY, June 22—Registration; President's Address; Secretary's Report; Treasurer's Report; Appointment of Committees.

(Note: As much of the program as possible will be completed Tuesday; the remainder will be taken up Wednesday.)

FUNDAMENTALS OF SALESMANSHIP APPLIED TO CLASSIFIED ADVERTISING: Chairman—Walter W. Murdock, manager, classified advertising, *Detroit Free Press*.

I. Selecting Employees.

A. Qualifications to look for such as personality, education, enthusiasm and aggressiveness.

B. Value of employing men with or without: (1) experience in newspaper advertising, (2) general sales experience, (3) inexperienced.

II. Preliminary Training.

A. Knowing the newspaper he is to represent. (1) Its history, traditions, policies, accomplishments, place in the community, etc.

B. Knowing the advertising he is to sell: (1) General knowledge: duties of different departments of newspaper.

(2) Specific knowledge of classified advertising: (a) rules and regulations governing such things as arrangement of classifications, make-up, type sizes and faces used, breaking of column rules, rates, cuts and censorship; (b) value of advertising to advertisers based upon such things as circulation, coverage, rate, results, etc.



C. W. NAX

III. Getting Most Out of Street Salesmen.

(a) Methods of developing new business.

(b) Methods of keeping salesmen enthusiastic.

(c) Leads, checking and follow-ups.

(d) Publicity helps, and tie-ups.

(e) Value and use of a sales manual.

(f) Things to avoid.

IV. Accomplishing Most Through Telephone Sales Work.

(a) Should telephone salespeople handle: (1) only transient business or (2) both transient and contract business.

(b) Type of girls employed, help turn-over, etc.

(c) Successful methods of training telephone salespeople.

(d) Methods of checking work done.

(e) Sources of business—leads and how they are handled.

(f) Arrangement of work by (1) districts; (2) classifications.

(g) Keeping salespeople enthusiastic.

DEVELOPING VOLUNTARY BUSINESS: Chairman—Harry Gwaltney, manager of classified, *Milwaukee Journal*.

I. Fundamentals and Pre-requisites.

(a) Circulation and coverage.

(b) Should reader interest and volume of classified be built together? (1) Examples of success in building advertising and reader interest at the same time.

II. Promotion in Your Paper.

(a) To tell readers what is offered in classified columns.

(b) To familiarize them with arrangement of classifications, indexing of ads, etc.

(c) To explain purposes for which readers may advertise.

(d) To explain the convenience and ease with which ads may be ordered by phone, through agents, etc.

III. Special Inducements. (a) To advertisers.

IV. Relation of Results to Voluntary Business.

(a) Are results the acid test of progress in building voluntary business?

(b) Know definitely whether your advertisers are getting results. How to find out.

V. Service. (a) Doing the things opposition paper does not consider necessary.

PROMOTION: Chairman—C. L. Perkins, manager of classified, *Chicago Herald-Examiner*.

I. Under what conditions should promotion be directed to: (a) Readers entirely; (b) Advertisers entirely; (c) Both advertisers and readers.

II. Effect on Advertisers of Promotion Directed to Readers: (a) In your own paper; (b) Direct mail; (c) Billboards; (d) Use of Testimonials.

III. Is Promotion in Your Own Paper Sufficient or Should You Use Along With It: (a) Direct mail; (b) Billboards; (c) Should any set portion of revenue be devoted to promotion? (d) In country or small town newspapers in your territory.

IV. Definite Policies in Promotion: (a) Campaigns consisting of series of ads on a single subject.

V. Examples of outstanding accomplishments resulting from promotion.

VI. Possibilities of preparing promotion ads without.

VII. The problem of getting space in your own paper for promotion copy.

VIII. Should the following be used, and if so, when—

(a) Novelties such as match box holders and key rings; (b) Comic strips; (c) Prizes to readers.

Address by E. L. Greene, manager, National Better Business Bureau, on "Nationalized Machinery to Prevent Misrepresentation and Fraud."

SERVICE AS APPLIED TO CLASSIFIED ADVERTISING: Chairman—R. E. Seiler, manager of classified, *Los Angeles Examiner*.

I. What is service in Classified Advertising? (a) Intelligent and enthusiastic application by salesman of expert knowledge of his business—classified advertising—combined with a sympathetic understanding of and interest in the advertiser's business.

II. Businesslike conduct and its importance.

III. Importance of expertly trained and competent classified people.

IV. Necessity of understanding advertiser's business.

V. Necessity of keeping salesman enthusiastic.

CREDITS AND COLLECTIONS: Chairman—F. L. Tate, manager of classified, *Toronto Star*.

I. Routine and detail of billing accounts.

(a) What is best time for sending out invoices?

(b) Advantages or disadvantages of sending clippings of all ads with invoices.

II. What is best method of making collections?

III. Discounts.

IV. Verification of charges or accounts.

V. Adjustments.

(a) Should adjustments be handled by credit department—classified department—a separated adjustment department?

VI. How can sales and credit department cooperate?

VII. Training for credit people.

OTHER SUBJECTS TO BE DISCUSSED:

1. Censorship of copy and control of agencies to prevent them from offering copy repeatedly that has been rejected.

2. Ways and means of securing out-of-town advertising.

3. Developing and handling church advertising.

4. What should be the percentage cost of the classified department?

5. Is there any particular way to guild rental classifications?

6. Should the same rates apply to all classifications?

7. How to handle birth and death notices.

8. What, if any, merit have special pages?

9. Are combination rates logical, and do they constitute price cutting?

10. Has anybody ever built voluntary business

on the 4th newspaper of a metropolitan city?

11. Can we get all member newspapers to accept and use the association rules on censorship?

12. Why can't the association conduct an employment bureau or agency for the benefit of classified workers and as a help to keep good men in the classified field?

13. Are legal notices handled as classified advertising in most papers?

14. Should classified rates be higher than display rates?

15. How can we get the co-operation of our composing room?

16. Wants discussion of typography and display classified.

17. Advisability in view of reader interest, of putting such classifications as death notices in slip-over pages or near back of papers on Sundays.

Election of Officers; Reports of Committees.

Pastor-Editor Says He's Through

Every man to his trade is the advice of Rev. D. W. Ferry, pastor of the Presbyterian church in Yakima, Wash., after a week of occupancy of the editorial chair of the *Yakima Republic*. After he had frequently criticized the newspaper's editorial policy, he was offered the chance to be editor for a week. He accepted. In retiring Mr. Ferry said he would not seek "rest" as a newspaper editor, that few laymen know the strain under which the newspaperman works and that he was through with newspaper work.

New Knoxville Daily

Knoxville's fourth daily newspaper, the *Knoxville Free Press*, has made its appearance. J. P. Roddy is president and treasurer; S. H. Hodge, vice-president; and A. R. Ganoc, secretary and managing editor.

SHAPE IDEALS THROUGH YOUR CHURCH PAGE



Learn how at the Philadelphia Convention

To sell churches on the use of advertising, you, as a representative of their business interests, should be able to tell them what to advertise and how to do it most effectively.

Advertising employed solely to fill pews and collection plates will not do either permanently.

"Church Advertising," says the Classified Manager of the *Oakland Tribune*, "should suggest thought, form ideals, and guide conduct for hundreds who may never enter the church of its origin, but who become associate members of that church through the bond of the press."

You are invited to participate in the church advertising sessions at Philadelphia. They will be held on June 22nd and 23rd, as a part of the international convention of the Associated Advertising Clubs.

Church Advertising Department

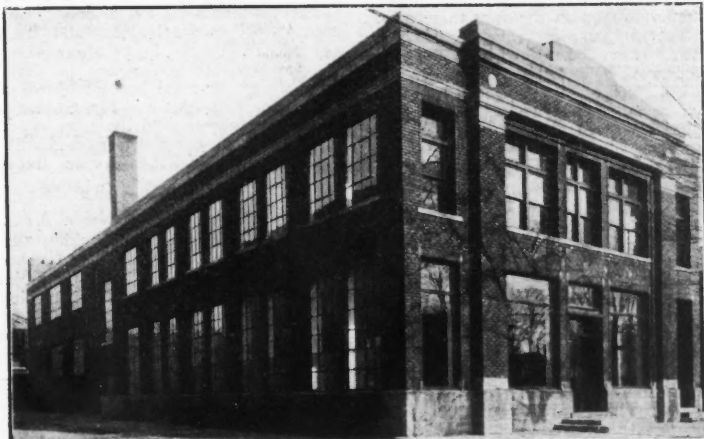
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue
New York, N. Y.

ATTENTION PUBLISHERS PRESS FOR SALE

1 STRAIGHTLINE QUADRUPLE WEB PATENT NEWSPAPER PERFECTING PRESS; serial No. 332; with extra color cylinder and 2 extra color fountains, 9 type and 8 impression cylinders, 32-page capacity, 36 inch web, half page folder, Simplex drive self contained electric paper hoist; 4 to 32 pages, 8 cols., 12 ems, 2 1/4 inch column length. 1 Allis Chalmers D. C. motor, serial No. 2K3797-2, 30 H.P., 220 V., 115 Amps., 575 to 880 R.P.M.; with Sprague electric controller; push button stations; paper hoist motor, serial No. 205063E; manufactured by Goss Printing Press Co., Chicago, Illinois.

Installation of larger press necessitates selling this press. Address Harvey Habeck, Sentinel Company, Milwaukee, Wisconsin.

NEW ASHTABULA STAR-BEACON PLANT IS MODERN FACTORY TYPE STRUCTURE



DAYLIGHT working conditions, obtained through scientific placement of factory type windows and skylights, combined with simplicity and practicability of design, are the outstanding features of the new plant of the *Ashtabula (O.) Star-Beacon* which has been constructed during the past year and from which the first paper was run off the press on April 24.



C. A. ROWLEY

The new plant, a two-story fireproof structure with finished basement floor in which the press and stock rooms are located, is situated at 64 Park street, but one block from the center of the uptown business section. Resting on 32 brick and concrete footings, the structure has a 47-foot frontage on Park street and extends back for 140 feet.

Interior design of the building is of the "factory" type allowing for a flow of materials to the press room and from there to the mailing room. The design was adopted by C. A. Rowley, publisher, following inspection trips with the architect, C. V. Martin of Ashtabula, to a large number of the newest newspaper plants in the country. Yellow face brick is used for the interior of all mechanical departments.

The plant is equipped with a 24-page Tubular Duplex press. The transmission of press vibration and the noise of operation to other parts of the building has been eliminated through the construction of a separate press foundation and base. In addition to the new press, the press room is equipped with the latest type of new machinery, as is also the composing room. Papers are carried from the press to the mailing room on the ground floor by an automatic Cutler-Hammer conveyor attached to the press.

J. W. Quigley is business manager of the *Star-Beacon*, G. H. Leggett, managing editor, and C. G. Abbey, advertising manager.

The *Star-Beacon*, evening paper, is

published by the Ashtabula Printing Company under the general management of C. A. Rowley. The son of F. A. Rowley, founder of the *Lorain (O.) Times*, in 1879 and the *Lorain Evening Herald* in 1892, Mr. Rowley became publisher of the *Lorain Times-Herald*, a consolidated paper which he sold in 1919 and in 1920 purchased control of the Ashtabula Printing Company. In addition to the *Star-Beacon*, Mr. Rowley now publishes the *Geneva (O.) Free-Press* and the *Painesville Telegraph*.

Newsprint Imports Above \$11,000,000

Imports of newsprint paper into the United States during April amounted to 168,000 tons valued at \$11,219,379, the Department of Commerce announced May 24. The chief imports came from the following countries: Canada, \$10,575,733; Finland, \$293,317; Sweden, \$200,119, and Germany, \$150,148.

EDITORIAL "DO'S AND DON'TS" OF BENNETT

(Continued from page 7)

- Don't use "it" in reference to a baby or an animal.
- Don't use "inaugurate" for "begin."
- Don't say "liable" when you mean "likely."
- Don't refer to the "Mayor's Cabinet." Only the President of the United States has a Cabinet.
- Don't use "minister" except for diplomats.
- Don't use "Officer O'Flaherty;" say "Policeman O'Flaherty."
- Don't use "over" in the sense of "more than."
- Don't use "pair" for "couple."
- Don't use "past" in the sense of "last;" for instance, an event that is past occurred last week or within the last few days, not in the past week or past few days.

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.

NEW YORK EVENING GRAPHIC

Published by BERNARR MACFADDEN
E. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

Don't use "people" for "persons." Refer to "the people of the United States," but say "persons who saw the accident."

Don't use the word "party" for "person" except in reports of legal affairs.

Don't say "railway coaches;" say "cars." A coach is another kind of vehicle.

Don't call "rails" tracks. Don't say "remains," say "body." Don't use "secure" for "get," "obtain" or "procure."

Don't use "shortly" when you mean "soon" or "lengthy" for "long."

Do not use "plan" except in connection with drawn architectural or engineering plans. Do not use it as a verb. "Planned" and "planning" are taboo.

Don't say "scenes are enacted;" scenes are witnessed. Don't say "suspect" or "suspicious person" for "suspected person."

Don't say "a wedding occurred." Explosions occur; weddings take place.

IN SHIP NEWS DO NOT USE

Prow when you mean Bow; wheel when you mean screw; on for on board or aboard; boat for proper name of vessel—e.g., steamship, steamboat, sloop, yawl, steam yacht, etc. (except in describing a small craft propelled by oars).

Dock for wharf or pier, (except for dry dock and large basins).

Tied up to wharf or pier for secured to wharf or pier or made fast to wharf or pier.

Knots (in describing distances) for nautical miles. (A knot is not a distance, but a rate. Ten knots, for example, means that a vessel is making ten nautical miles an hour.)

Let down the anchor for anchored or let go the anchor.

Took up the anchor for weighed anchor. Pilot came over the side for pilot boarded or received pilot.

Pilot left the vessel for discharged pilot. Took out cargo for discharged cargo. Took in cargo for stowed cargo.

Jackies for (1) Bluejackets, (2) enlisted men, (3) sailors or (4) seamen and marines.

Sail—In referring to the going away of a steamship.

Don't use "it" or "its" in reference to ships; a ship is of the feminine gender.

Don't use the word "liner." In designating a particular vessel the *Herald* says:—"The *Mauretania*, of the Cunard line."

Don't say "the yacht *Corsair*" or "*Corsair*." "The *Corsair*" or "yacht *Corsair*" is the usage. This applies to all manner of water craft.

Don't use "private yacht." Don't say "Brooklyn Navy Yard. It is the New York Navy Yard.

Don't use "boarded" when you mean went aboard.

Don't use "North River" for Hudson River.

Don't use "member" of the crew. Don't say "waves;" use "seas." Waves are surface undulations; seas do damage.

If Quality

of circulation is your first consideration

The Evening Star

With Sunday Morning Edition
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.

New York Office — 110 E. 42nd St.
Dan A. Carroll
Chicago Office — Tower Building
J. E. Lutz

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

EVENING HERALD
Los Angeles, Calif.
Gained 5,015 Daily Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1925, 177,298 Daily. Six Months Ending March 31, 1926, 182,313 Daily. Increase in Daily Average Circulation, 5,015.

IT COVERS THE FIELD COMPLETELY REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
John E. Lederer, 910 Hearst Bldg., Chicago, Ill.
A. J. Morris Hill, 710 Hearst Bldg., San Francisco, Calif.

Last Year

THE ST. LOUIS STAR was the only St. Louis newspaper that gained in **everything--** circulation and every classification of advertising.

—a good point to remember when making up lists

THIS YEAR

National Adv. Representative
THE S. C. BECKWITH SPECIAL AGENCY

There Are No Other Newspapers Covering South Jersey Completely

From the Standpoint of the National Advertiser

CAMDEN COURIER
The MORNING POST

60,000 Circulation
Combination Rate

National Representatives:
STORY, BROOKS & FINLEY

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



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

THIS department aims to present to readers each week a little survey of what is appearing in print about journalism. A sincere attempt is made to be impartial in mode of presentation whether the books, pamphlets, or magazine articles be brickbats or bouquets. This fact explains the amount of space given this week to "Bunking Trustful Readers," an article which appears in *The Independent* for May 22 from the pen of "A Washington Correspondent."

In the opening paragraph of the article the assertion is made that there are not half a dozen newspapers in the United States publishing honest and unbiased news out of Washington. This assertion is then developed more in detail as follows:

Some journals feed their readers pap, some poison—but none gives the whole truth, least of all those newspapers that label themselves "independent" in the journalistic directories. This is a confession which I, as a newspaper man once proud of what could be a glorious profession, make with reluctance and sorrow; but it is a fact which the American public, for its own forewarning and forearming, ought to know. Sometimes, as I hammer my typewriter keys and think how I am bunking my trustful readers, I smile with amusement and irony—but more often I am near to tears. Personal prejudices, partisan bias, class considerations, a selfish and one-sided economic viewpoint, hatred of change, the sense of self-preservation, and the fear of antagonizing readers and advertisers—these make up the editorial barrier that keeps the truth from reaching the luckless public.

The thought naturally arises that if this article prints the truth why do not literary weeklies reap the rich harvest by printing the things that the daily papers suppress or color? How is the reader of the article to know that the author has not taken the slant that would make his manuscript available for magazine needs? Both newspapers and magazines sail the same sea though in different crafts.

The writer of this article in the *Independent* believes that newspaper readers in Europe come nearer to getting the truth about government matters because they can read both the government and opposition newspapers and so have at least a fifty-fifty chance of getting at the real facts. There is a hint that it would be a good thing to have in America a pure-news act which required American newspapers to publish the formulæ by which news is doctored, diluted, or colored by editorial prescription.

Washington correspondents, according to the article in the *Independent*, certainly have a cynosure. No wonder newspaper workers are so anxious to get away from the daily grind and have the comfortable Washington berth—if, what the *Independent* says is true. On this point the author of the article says:

Why should the Washington correspondents "dig" for news when it won't be published unless it meets the partisan requirements of the editors or accords with the narrow policy of the business office? It is much easier, and lots safer, to sit in the office and engage a twelve-year-old boy to make the rounds of the executive departments collecting hand-outs and official releases. These are usually dull, routine statements prepared by the publicity agents that the various branches and bureaus of the Government employ. If a big story is breaking

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

on the floor of the Senate or the House, the correspondent learns of it over the telephone, orders stenographic reports of the doings, and awaits their arrival following adjournment. He may wander up on "the hill" and sit around the press galleries an hour or two, reinforced against actual work by the assurance that he will receive the transcripts in plenty of time to get to an early dinner party. With some knowledge of the background and the situation, he can then write a comprehensive, authoritative piece. He is doing it, day after day. The one thing necessary is to write the story with a "slant" that will suit the home office two hundred or two thousand miles away.

The following good word is said about official hand-outs in Washington:

The hand-out and the department release, as well as the official spokesman's oracular sayings, when used to supplement the correspondent's own information, are indispensable aids. They contain material which no newspaper man could discover for himself.

But in justice to the article in *The Independent* it must be said that the warning is uttered that these hand-outs should not be accepted as gospel and that cabinet officers should not be immune from cross-questioning. The admission is made, however, that these hand-outs do act as a check on a correspondent's curiosity.

The specific case given in the article is the disagreement of correspondents in reporting the statements of Ambassador Houghton about the European situation. After listing the discrepancies found in various reports sent out by Washington correspondents the article concludes with the following paragraph:

If great newspapers will permit such misrepresentation on international questions, it may well be imagined what they will stand for in matters affecting even more intimately their owners and their policies, including such things as the tariff, tax reduction, appropriations, candidates for office, national and State politics, and sundry other problems. American public opinion will continue to be muddled on grave questions of the day until the vast majority of the readers reach the healthy conclusion that it isn't so just because it's in the newspapers.

FOR its book, "The Harvard Advertising Awards," the Gardner Advertising Company of St. Louis deserves a special Bok prize. This book is a remarkable piece of advertising that advertises advertising—to be specific, the advertising of the Pet Milk Company.

The book opens with a brief historical sketch of the advertising awards made by the Harvard Graduate School of Business Administration "to those who had been responsible for work of outstanding excellence in advertising during the year, within the terms of the several awards." The prizes were provided by Edward W. Bok in an endowment made to Harvard University in October, 1923.

This specific direction given to the jury which makes the awards cannot be too often emphasized because of the stress which it puts upon truth in advertising:

Detroit

Fourth
Largest
City

Complete coverage with
one paper.

The Detroit News
Offers advertisers
unusual opportunities

To the end that truth shall be recognized as a factor of greatest practical value in advertising the jury is instructed to lay particular stress on accuracy and fair statement in all manuscripts and advertisements considered.

The reason why the Gardner Advertising Company has put out this book is doubtless found in the fact that in each of the two years for which the Harvard Awards have been made, an advertisement from one of its clients, the Pet Milk Company, has won an award. In each instance the award has gone to Erma Perham Proetz for a distinguished, individual advertisement deemed most effective in its combination of text and illustration as a means of delivering its message.

In addition to the advertisements which won the awards the book contains numerous other advertisements of the Pet Milk Company—in all probability from the pen of the same copy writer. Some of the best advertising booklets that I have seen have been slipped into the special pockets provided on the inside of the back cover of the book. Both the series of advertisements and the collection of booklets are good examples of educational advertising. The refined feminine atmosphere found in the copy shown in this book is in striking contrast to some of the questionable copy designed to appeal to women and printed in American periodicals.

EMIL DOVIFAT, an interview with whom appears in *EDITOR & PUBLISHER* for May 15 on the subject, "Germans Protect Editorial Convictions," is the author of "Die Zeitungen" (*The Newspaper*), a rather remarkable work on the press. It will be reviewed in this department in an early issue.

NORMAN STUDER, news editor of *The New Student* and acting managing editor of the *City College Student*, a rebel periodical which grew out of the suppression of the authorized publication of the College of the City of New York, contributes to *The Nation* for May 26 an article on "The New College Journal-

ism." The article is a resumé of the difficulties experienced by undergraduate publications throughout the country during the academic year now nearing an end. So far as the views of Mr. Studer indicate *The Daily Crimson* at Harvard University heads the list of college newspapers for its fearlessness and its independence.

Undergraduate newspapers are divided into two groups: the bulletin boards and the journals of opinion. Mr. Studer dismisses the former with the assertion that they are "harmless sheets packed full of college gossip" and then devotes the rest of his article to the second group.

FROM the *Christian Science Monitor* of Boston, comes the booklet, "Education and the Newspaper." It shows that the bond which makes the daily newspaper and education inseparable is found in right thinking.

That the newspaper provides post-graduate instruction for most people is

MICHIGAN

and the
BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN
GRAND RAPIDS—THE ONLY
DAILY IN SEVEN OTHER
CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN J. E. LUTZ
50 East 42nd St. Tower Building
New York City Chicago, Ill.

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. Mo-rism, Pres.
Mount Vernon—New Rochelle

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

For the First Three
Months of 1926

THE TAMPA MORNING TRIBUNE

printed 7,355,276 lines of Advertising, and thus moved up from twelfth to SIXTH place among the newspapers of the United States.

The only newspapers printing a greater volume of advertising during that period than The Tribune were the Miami Herald, the St. Petersburg Times, the Detroit News, the Chicago Tribune and the New York Times.

The Tribune covers the rich South Florida territory of 24 counties and 190 cities and towns, with a population of 713,943.

That's Why Its Advertising Volume Grows

The S. C. Beckwith Special Agency,
National Representatives.

first! OHIO

7,474,514 Lines

Dispatch advertising record for the first four months of 1926, exceeding other Columbus newspapers combined by 1,092,957 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

succinctly shown in the following quotation:

Matters of public interest are found in greater variety and in a more available form in the daily newspaper than in any other place. The demand for an education that concerns itself more closely with the life of the community has been recognized, so that the material of education is composed more and more of the "matters of public interest." Therefore the newspaper is truly an educator. The public, faithfully and voluntarily, attends the newspaper school six or seven days every week in the year.

This same thought, as the booklet shows, may be found in the address of welcome on behalf of the State of Wisconsin at a recent convention of high school editors and publishers. From this address the booklet quotes the following:

There are four great institutions which must share the responsibility for the educational status of the modern nation: the school, the platform, the pulpit, and the press. Not the least of these influences, in my opinion, is the press. . . . The educational value of the newspaper varies with the extent to which it expresses honest opinion based on careful research; and arouses its readers to inquiry and thought. This, coupled with high idealism, and a desire for a clean Press, will go far to educate the mass of the people.

Copies of the booklet may be obtained from the Christian Science Monitor, Boston, Mass.

TO me the pamphlet, "New York's First Newspaper," published by the Baron de Hirsch Trade School, 222 East 64th street, New York City, has a special interest. Briefly it is the story of William Bradford and the paper which he started on November 8, 1725—the *New York Gazette*.

TWO articles in the Bankers' Monthly for May are of special interest to newspaper publishers who wish to increase their advertising linage from banks. The first is entitled "The Go-to-Church Series of a Kansas Bank" and the second "How Extremes in Advertising Prove Destructive." The latter is the interesting story of the advertising policy of two banks. One spent its money for unwise advertising. The other did not advertise at all. Both banks stopped growing.

FRANK B. APPLEBY prints in *Oregon Exchanges* for May a splendid survey of the advertising situation in a small-daily town. Mr. Appleby is publisher of *LaGrande Evening Observer* and he draws upon his own policies for illustrations. Especially valuable are his suggestions on how to meet objections offered by prospective advertisers.

THOSE who are interested to see how public opinion is molded in foreign lands will find an excellent treatise on that subject in "Die Presse als Werkzeug der auswärtigen Politik" (The Press as a Tool of Foreign Politics) by Paul Eltzbacher (Eugen Diederichs, Jena). This authoritative work takes as its theme for development a saying that is attributed to Wilson, "The opinion of the world is the mistress of the world" (page 5).

The book is divided into six sections. The first considers the relation between foreign politics and the press. The matter of molding public opinion is first seen from an international point of view and then from a national. The section concludes with an observation from a joint view point.

Section II takes up "Die Pressarbeit in Frankreich und England" (The Work of the Press in France and England).

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

In discussing propaganda in England special mention is made of the activities of the Committee on Alleged German Outrages (pages 36 and 37). Sections III, IV, and V embrace the work of the press in Germany. They tell of the organization, the mechanical production, the technique, and the classification. Of these three sections possibly the third is the most important.

For American readers Section VI has the most interest because it deals with the psychology of the press and has several references to American influence. Evidently propaganda has become something of an art in Germany. In this section the German press is blamed for giving so much space under large headlines to the attitude of America toward Germany. The reason for the censure is that this emphasis placed upon the American attitude was sent back to the press of the United States and created the im-

pression that the intervention of America was the most important thing in the German mind (page 137).

Mr. Eltzbacher believes that Germany made a big mistake in restraining the press from discussing the submarine policy (page 145). Had the German press been able to express public opinion with the utmost freedom the German embassy at Washington would have been in a position to say that while Germany desired friendly relations the attitude of the great mass of the German people could not be entirely disregarded. In this way the press could back up the influence of German officials on foreign soils.

A feature that makes "Die Presse als Werkzeug der auswärtigen Politik" especially valuable is the appendix in which are listed the various books and pamphlets which treat of the molding of public opinion by the press.

PAPERS AID EMPLOYEES TO BUILD 64 HOMES

A. H. Belo & Co., in Dallas, Advanced Employees Building and Loan Assn. \$50,000 at Start—\$200,000 in Loans Handled Since 1920

Sixty-four homes have been built or purchased in Dallas, Tex., by employees of A. H. Belo & Co., publishers of the *Dallas News, Evening Journal* and *Semi-Weekly Farm News*, through an Employees Building and Loan Association established in 1920.

The organization was formed at the instigation and with the encouragement and support of the management of the papers for the purpose of aiding members to build or acquire homes, although privileged to invest their savings in the stock of the Association, John F. Lubben, secretary-treasurer of A. H. Belo & Co., told EDITOR & PUBLISHER.

"As a nucleus, the management advanced the Association \$50,000 which is being gradually repaid," he said.

"The administration of the Association is vested solely in its membership, restricted to employees of A. H. Belo & Co., through a Board of Directors, elected annually in February, and consisting of nine members. The present officers are: Charles H. Seay, of the composing room, president; W. H. Benners, of the business department, vice-president, and James E. Taggart, of the accounting department, secretary and treasurer. All departments of the papers are represented on the Board of Directors. The only expenses incurred are a nominal salary paid the secretary-treasurer, a small state franchise tax, and incidentals for stationery, printed matter, etc.

"Since its founding, the Association has loaned nearly \$200,000 to employees of the News and Journal; financed the building or purchase of 64 homes, of which 22 have been fully paid out, and furnished a depository for the investment by employees of approximately \$30,000 in stock of the Association. Loans are made on approved

real estate only, at 7 per cent interest. Borrowers automatically become members of the Association, and are required to pay \$1.00 a share per month for every \$100.00 borrowed.

"Each share of stock is of the par value of \$200, and shares mature approximately in 11 years and four months, the difference between the amounts paid in and the face value of the stock representing the dividends on monthly payments.

"Members who desire to acquire stock as a means of saving or investment, are privileged to purchase stock outright or to pay for same in monthly installments.

"Loans are made to the extent of 60 per cent of the value of the property on which a first lien is given, but only after a thorough investigation and recommendation of a committee of appraisal, consisting of nine members, thoroughly familiar with Dallas real estate values.

"The Association has been the means of many employees acquiring homes, and as in the case of the New York Times Building and Loan Association, the majority are connected with the mechanical departments of our papers."

Consistent Builders of Circulation

We do not use just one outstanding success to show you as proof of our ability. Year in and year out, for twenty-two years, we have continued to make each and every campaign a success.

We have proven our methods.

MYERS'

Circulation Organization
415 E. Third St., Waterloo, Iowa

Wheeler-Nicholson, Inc. Complete Feature Service

Wire us for samples and prices of the

Largest, Most Original Most Artistic and Finest

blanket feature service on the market, which includes IVANHOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.

Wheeler-Nicholson, Inc.

Malcolm Wheeler-Nicholson, President
373 4th Ave., New York City

THE 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.

New York Advertising Managers Meet

Members of the Daily Newspaper Advertising Managers' Association of New York City held their regular monthly meeting this week at the City Club. Harry Brown, advertising manager of the *New York Evening Post*, is association president. The following are members: Irving R. Parsons, *Telegram*; H. A. Ahearn, *Graphic*; Porter Caruthers, *Herald Tribune*; E. M. Alexander, *American*; Fred Trimm, *Journal*; J. Mora Boyle, *Mirror*; W. V. Titus, *Brooklyn Eagle*; Walter Merrill, *World*; Ray T. Wilkin, *News*; H. B. Fairchild, *Sun*; B. T. Butterworth, *Times*; and Lewis C. Paine, *Evening Post*.

Daily Gives Athletic Prizes

New York's annual interscholastic track and field competition, for which the *New York Herald Tribune* offered 48 prizes was won for the third time by the New Utrecht high school of Brooklyn, May 22.

Among The Newspapers Publishing Constance Talmadge's Flapper Series

Chicago Journal	Philadelphia Sun
Detroit News	Buffalo Times
Toledo Blade	Louisville Courier J'
Omaha Bee	Oakland Post Enquirer
Peoria Star Journal	Memphis News Scimitar
Newark Jersey Transcript	

Why Not Join This List of Papers
Wire for Terms and Territory

COSMOS NEWS PAPER SYNDICATE
Circulating the World
710 EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert S. Houston, President and Editor-in-Chief
Myles F. Lasker, Vice-President and General Manager

RADIO

PROGRAMS NEWS NOTES FEATURES

Used and Praised by More than 200 Newspapers

Send for samples and prices

AUDIO SERVICE
326 West Madison St. Chicago

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation

LOUISVILLE KY

Newsstand Columnist in New York

J. Moses, proprietor of a New York newsstand, is claiming to be the "first newsstand columnist." He issues a daily bulletin of wisecracks under the heading "My Own Parade." His "column" is distributed free to his patrons.

Duluth Paint Men Advertise

Members of the Duluth (Minn.) Paint Jobbers Association, retail hardware men, and all paint dealers in the city conducted a week's educational and advertising campaign May 24 to 29. The campaign was based on the slogan "Paint Now and Save The Surface."

Daily's Market Survey Out

The Indianapolis News recently issued its annual merchandising booklet "The Indianapolis Radius" in 28 pages replete with statistics, charts and illustrations. It was compiled under the direction of Frank T. Carroll, advertising manager of the News.

Classified

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.

Classified—I will organize your Classified Department, train each one in the department and take percentage of increase for my pay. Under my direction, Norristown, Pa. Register increased 97 1/2% April 1926 over April 1925. Don K. Wilson, Norristown Register, Norristown, Pa.

Special Edition Editor

Special Edition Editor prepares copy for Special Editions, subject to Publisher's approval. On contract or salary basis. B-963, Editor & Publisher.

BUSINESS OPPORTUNITIES

Brokers

Real Opportunity for Right Party—Weekly paper and job plant; New Jersey, city over 12,000, exclusive field, fine plant, earning handsome dividends. \$40,000 with Real Estate—\$25,000 without. J. B. Shale, New York.

Several Attractive Newspaper Properties in Florida, showing 15% to 25% net on investment, ranging in price from \$25,000 to \$250,000. These properties are increasing in value rapidly. Shall have personal representation in Florida in June and July to meet prospective buyers. The H. F. Henrichs Agency, Litchfield, Ill.

Newspapers Financed

Newspaper Financed—I am a newspaper publisher and owner. Have successfully financed several newspaper properties. Tell me your newspaper financial troubles. All correspondence held in strictest confidence. Address A-500, Editor & Publisher.

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 campaigns successfully operated. "Insured Results." Address A. B. Rudolph, Erie Daily Times, Erie, Pa., where a campaign is now in operation.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Circulation Managers will do well to watch our efforts in four metropolitan cities in New York State. Maximum results from canvassers—lowest known cost. Write or wire to-day. The Albright China Co., Carrollton, Ohio.

EDITORIAL

Syndicate Features

Editor's Copy—Twelve weekly features; samples free. State territorial protection desired in reply. Hugo S. Sims, Orangeburg, S. C.

Scranton Sunday Telegram and Indiana State Tribune are the new customers this week. Write for samples of a live, alert, up-to-date service, to the Graphic Syndicate, 25 City Hall Place, New York.

Interesting Features carry the Newspaper into the homes.

Supplies and Equipment

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

Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

FOR BETTER PRINTING use

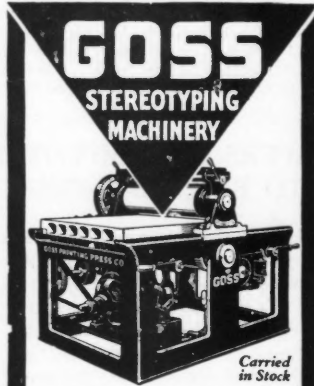
Herrick Inks

Cost more. Worth it.

No substitutes. Made from the best materials. Specializing to requirements of each pressroom.

Ask the Publishers who use them.

WM. C. HERRICK INK CO., INC.
401 West 33rd Street
New York City
Factory: Rutherford, N. J.



Some outstanding and exclusive features of The Goss Combination Wet and Dry Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns cross-wise. Rolls wet mats in 1 1/4 seconds; dry mats in 2 1/2 seconds. Write for complete catalog of Goss Stereotyping Machinery.

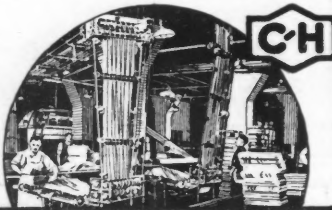
THE GOSS PRINTING PRESS CO., CHICAGO

Fight hot-weather fatigue

Fresh, cool, invigorating air—supplied by Sturtevant Ventilating Fans—would keep your men working at top-notch efficiency during the hot summer months.

B. F. STURTEVANT CO.
Hyde Park, Boston, Mass.
Branch Offices in Principal Cities

Sturtevant
Ventilating Fans



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

Editor & Publisher reaches the man who Buys
Have it carry your message.

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST

THE GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

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.

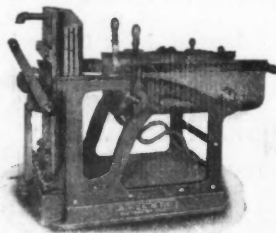
Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Hoe Patented Duo-Cooled Equipoise Curved Casting Mould

"It is essential to Success to be the first out with the news—and Minutes count."

This Hoe Curved Casting Mould is a time-saver, designed especially for Speed and Efficiency. Cold Water circulating through the stationary Lid and the concave Side, gives quick cooling for rapid Casting.



IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. also at DUNELLEN, N. J. 7 Water Street BOSTON, MASS.

Employment—Equipment—Services

EMPLOYMENT

Help Wanted

Foreman in Composing Room wanted by morning newspaper in a Texas city. Must be a first class make up man and able to work men. References required. Address A-527, Editor & Publisher.

Managing Editor, keen man with high record of newspaper performance wanted for important and responsible editorial position in the syndicate field. Wheeler-Nicholson, Inc., 373 4th Avenue, N. Y. C.

Newspaper Advertising Man who knows how to get business himself and can direct work of other salespeople. For such a man who can furnish satisfactory reference and who can make good, a position as manager of Western Branch Office of Syndicate will soon be open. Tell all about yourself first letter. All replies confidential. Salary to start \$3,000 and bonus. A-524, Editor & Publisher.

Progressive Advertising Man wanted. To a young man of several years' experience and plenty of ambition, one of good character and ability to write saleable copy, merchandise, promote special stunts and campaigns there is a splendid permanent connection open on the leading paper of Northern Oklahoma of 12,000 circulation. A progressive, solid organization in which he can grow. Reply in own hand writing giving age, experience, ability, references, salary wanted and specimen of copy and lay out. Blackwell Tribune and News. Adv. Dept., Blackwell, Okla.

Salesman calling on editors to side line; high grade first run, newspaper serial fiction; a rare opportunity. A-306, Editor & Publisher.

Telegraph Editor wanted by leading afternoon paper in one of the largest cities in New England. Must have had experience on universal desk. Salary \$40 a week to start. Good opportunity for permanent connection in congenial surroundings. Address giving full details. B-983, Editor & Publisher.

Situations Wanted

Advertising Manager, effective copy-writer; attractive layouts; capable salesman; broad experience with newspapers, agencies and specials, seeks connection with organization in need of advertising ability and additional linage. Exceptional references. A-930, Editor & Publisher.

Advertising Manager of 12 years' experience wishes to connect with wide-awake newspaper as advertising or business manager. Have worked on Philadelphia and Washington papers. Am a real business getter. Not afraid of hard work or long hours. Married. Age 32. Could be available some time in June. If you are interested in securing the services of a man with real ability. Address B-999, Editor & Publisher.

Advertising Salesman and Copy Writer wanted on leading semi-weekly newspaper, forty minutes from Pennsylvania station. Excellent opportunity. A-526, Editor & Publisher.

Advertising Salesman desires connection where result-producing effort will win advancement. General newspaper experience. A-529, Editor & Publisher.

Advertising Man who is now publishing community magazine desires to get back in the newspaper field. 12 years' experience in advertising work, understands editorial, business, art, direct mail phases of advertising. Desires to secure position with newspaper in large city. Available now. Will take up work at any point. Age 28, married. Creator of community events which have been used by hundreds of newspapers. Full particulars by return mail. Address A-511, Editor & Publisher.

Afternoon Copy Desk job wanted southwest of St. Louis. Four years on big New England papers. On desk now. 34 years old; Yale B.A. Start at \$40. A-510, Editor & Publisher.

Advertising Manager—Thoroughly experienced in work. Knows merchandise, store and sales methods. A worker who can produce for employer and advertiser, put big sales over, address any gathering, talk intelligently with business men. Just rounding out 21 years' experience in advertising, merchandising and selling. 39 years old, married, employed, not broke and can go anywhere. A-525, Editor & Publisher.

Advertising Solicitor desires to connect with special agency or publishers' representative. Over 15 years practical experience. Acquainted with agencies. Have covered New England, South and West territories. Now holding executive position on New York City daily. Possess initiative and ability. Best reference. Married. Available immediately. B-989, Editor & Publisher.

Advertising Manager—Good layout man and copy writer—Experienced in selling printing and soliciting ads—desires connection with good live daily in some hustling Southern city. At present employed—References. A-504, Editor & Publisher.

Circulation Manager who understands boys; A.B.C. Records; Office organization; Premium Campaigns; Boy and Popularity Contests; Modern Distribution Methods; Salesmanship, etc., desires connection with live Daily and Sunday. No proposition too hard. References. H. M. Wheeler, 24 West Garden St., Pensacola, Florida.

EMPLOYMENT

Situations Wanted

Circulation Manager whose present employer is his best reference, wishes to make an immediate change. He is a capable executive, organizer and promotion man who can get and hold circulation and the money for it. Prefer Southern or Western city of 200,000 or more. B-982, Editor & Publisher.

Circulation Manager—Attention Mr. Publisher! Successful Circulation Manager desires connection in city over 400,000 population. Fifteen years' experience in management and promotion. A worker as well as a capable executive. Thoroughly understands the necessity of keeping expense down and at the same time increasing circulation. Familiar with all the latest promotion campaigns in use and able to originate new ideas that produce results. A man that has never made a failure of a job that he has tackled and does not intend to begin now. References as to both character and ability. Married and thirty-five. Salary \$500. Reply A-514, Editor & Publisher.

Circulation Manager—15 years' circulation experience, 10 years as Circulation Manager on largest papers in South. Know Circulation, Auditing, Promotion, Office Owned and Independent Systems. Have also had experience on combination Morning and Evening Circulation. Will be glad to make trip at my expense for personal interview with Publisher desiring services of Circulation Manager. Can furnish satisfactory references from my employer. Inquiries treated confidentially. B-516, Editor & Publisher.

Classified Advertising Manager, now employed, 8 years' experience, desires change. Best of references. Prefer South or Southwest. Address A-518, Editor & Publisher.

Editor—Let this ad catch your eye, Mr. Publisher, if you are looking for a managing, city or telegraph editor who puts 100% effort in his work. If you are interested in energy, ability and efficiency in a department head I would like to hear from you. Address A-515, Editor & Publisher.

Editorial, Desk Work or Copy Reading, wanted by experienced newspaper man who knows all angles of newspaper making. New York or vicinity. Prefer magazine or book work. A-522, Editor & Publisher.

Executive Editor, now employed, paper 100,000 circulation seeks charge of morning daily of any size in need of editorial reorganization. Age 31, with 13 years' newspaper training, four in present connection. Offers youth, energy and proof of accomplishment. A-501, Editor & Publisher.

Managing Editor, with tried and successful record, voluntarily seeks change for best of reasons. Strong executive, good organizer, knows news and can handle men. Experience touches metropolitan and smaller field. No failures in record of 15 years constant employment. College man, 39, with no bad habits. Aggressive, yet safe, and strong editorial-writer. Minimum salary \$65. Details gladly supplied. A-519, Editor & Publisher.

Managing Editor or News Editor—Must make change because of wife's health. 35 years old with record of uncommon achievements in daily field. Desires city under 100,000 where there is opportunity to build downtrodden paper. 15 years' experience. Address A-528, Editor & Publisher.

Managing Editor—Somewhere there is a publisher of a paper suffering from editorial anaemia who needs an experienced news executive to revitalize it by a strong editorial policy, opening of new news sources, attractive make-up, right handling of staff and close checking on expenses. He will find the right man for the job by writing to A-502, Editor & Publisher.

Mechanical Superintendent or foreman desires position. Capable executive and organizer. Familiar with all mechanical requirements. Well recommended. Afternoon paper preferred. Interview at your convenience. East preferred. Address A-509, Editor & Publisher.

Motion Picture Critic and Sport Writer at liberty. Five years' experience. Prefer large cities anywhere. A-503, Editor & Publisher.

President's Representative—Educated, experienced man desires to join publisher's staff as confidential field investigator, research man, or in a promotional connection. Experienced in advertising, publishing, writing, public speaking, news print sales. Holds responsible public position, but wishes to engage exclusively and permanently in publishing enterprises. Experienced traveler, versatile, and has original advertising and promotional ideas. Has published magazine of his own. A-517, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Production Manager—Having reached limit on present position, I desire connection with a metropolitan daily, where economical results are wanted; 22 years of broad experience. I have practical knowledge of photo-engraving, composition, stereotyping, press work (both black and color work), mechanical and constructional engineering. High school and business college education. Can furnish high class references. B-900, Editor & Publisher.

Publisher's Assistant or Business Manager—Capable man who has served in practically every department wants connection with Northern newspaper. Now head National Advertising department of paper near top of list in 1925 linage reports. No hurry to leave, but must get located before school opens in fall. Address A-520, Editor & Publisher.

Publisher, having sold paper, seeks connection. Qualified as publisher or assistant, business or advertising manager, editorial writer. Successful record. Knows printing and newspaper work in all branches. Prefer mid-west. Address "Syndicate," 801 Lemcke Bldg., Indianapolis, Ind.

Reporter with five years' experience wants work on larger paper. Now working in town of 10,000. Can get and write news. Good on features. A-523, Editor & Publisher.

Special Edition—Publisher contemplating special edition or industrial or special pages may obtain organization on fair commission basis. Clean solicitation guaranteed. References Address B-908, Editor & Publisher.

Superintendent of Mechanical Department desires position. Best of references. Employed at present but wife's health demands change of climate. A-512, Editor & Publisher.

Writer—My semi-humorous current news comments secure greater news interest. Will supply daily or weekly feature or will accept position. A-521, Editor & Publisher.

MECHANICAL

Equipment For Sale

Campbell Press—Printers! Attention!! Here is an opportunity for you to procure a Campbell Two-Revolution Press that takes a 25 x 38 sheet, for storage, handling and rebuilding charges amounting to \$783.55. I am advised, that under ordinary conditions this press should sell for at least \$1,500. Address Dolan, 96 Beekman St., New York City.

Century Press—Can you be interested in purchasing a Century Two-Revolution Press that will take a 22 x 34 sheet and is in first class condition, at a fifth of its replacement value? Has all modern refinements, i. e., trip, back-up, plate distribution and front delivery. Must be disposed of before removal. We will accept \$675 on terms or allow a liberal discount for cash. Write Excel Ptg. Co., care of Conner Fendler, 96 Beekman St., New York City.

Duplex Stereotype Press—Prints 4, 6, 8, 10, 12, 16, 20 pages, 8 columns, 12 1/2 cms, sheet cut 23 1/2", column length 21", excellent condition, doing fine work. Selling to make room for 48 page Duplex same metropolitan one deck type. Delivery any time; real bargain; terms suit purchaser. Daily Home News, New Brunswick, N. J.

Goss, Twenty-four Page, Straightline, three deck, two page wide press for sale. Capacity 25,000 four, six, eight, ten, or twelve page papers per hour, 12,500 sixteen, twenty, or twenty-four page papers per hour. Press is now operating in our plant in first class condition, and will be available October 1st. Will also sell Cutler-Hammer drive equipment including, 25-5 H. P. 220 Volt D. C. motors, and complete control panel including Kohler push button system. If desired will sell complete stereotype equipment, including 10,000 pound metal pot, curved casting box, tail outter, curved shaver, finishing block, wet mat moulding machine, two platen steam table with gas generator. All in good condition. Press now set for eight columns 12 1/2 Ems, 22 inch columns, sheet size 23 1/2". Address The Fargo Forum, Fargo, N. D.

Pony Century Flyer—"One Man's Misfortune is Another's Opportunity." We are offering for a customer's account a Pony Century Flyer—the speediest and most versatile small two-revolution press built. Takes a 22 x 30 sheet and has air chambers, solid iron base, front delivery, plate distribution and trip. Will be furnished complete with roller stocks, chases, wrenches, counter and jigger for the amount still due; namely, \$815. Refer to A. B. C. Ptg. Co. Press, Conner Fendler, 96 Beekman St., New York City.

Special Bargain in 25 x 33 Stonemetz two-revolution press. Cost new \$2,500. Will accept \$950, less 10% for cash, or upon liberal terms. Guaranteed to be in first class condition and fully equipped with cast rollers, extra roller stocks, three chases, wrenches, power fixtures, etc. Illustration and further information upon request. Conner Fendler Branch, American Type Founders Company, 96 Beekman St., New York.

MECHANICAL

Equipment for Sale

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner 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.

Our Service is:— EXPERT, REPUTABLE, AUTHORITATIVE

The Leaders in the Newspaper Field Have Used It for the Past Thirty Years.

SALES — APPRAISALS —
MERGERS — CONSOLIDATIONS
OF NEWSPAPER PROPERTIES
OUR SPECIALTY!

PALMER, DeWITT & PALMER

Newspaper Properties .

350 Madison Ave., New York

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION,
SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

EDITORIAL AND FEATURE WRITER, with over three years' experience on large city daily, is seeking new connection. Ready to go anywhere for right position. "Unusually bright; well educated; great student; will make extraordinary writer." Age 26; college graduate. Mention our No. 5340-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

You Can Pick a Winner!

Publishers are often seriously handicapped by the loss of good men. How to reach the right man for the job is a problem that is materially simplified when the Classified department of **EDITOR & PUBLISHER** is consulted.

You may know a man who "will do," but through our classified department you can get in touch with a number of available men, many of them employed but who desire to make a change.

From a list you can make a choice and have a chance to pick a Winner.

Editor & Publisher

DOLLAR \$ \$

\$ \$ **PULLERS**

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

GET all the independent filling stations in your city to combine in a series of ads designed to make more people buy gas at the hometown filling stations. Sign the ads with the names and addresses of the cooperating filling stations and charge each of the cooperating stations its pro rata share of the cost of the advertising.—F. H. Williams.

This newspaper sold three pages of advertising on a "Scooter Race." All merchants handling juvenile vehicles, such as coaster wagons, velocipedes, scooters, kiddie kars and cycles, were solicited. A level street one block long was selected by this newspaper for the race and one prize of \$5.00 in merchandise was given to the winner of each vehicle race.—M. N., *Clarksburg (W. Va.) Telegram*.

The Lions' Roar

LIONS CLUB PLANS BIG EVENT

They Lead the Lions

The Lions' page, described in paragraph below

Most every live town now has several service clubs, at least one of which should be willing to take up the advertising idea. The Lions club of Mason City, Ia., are running a full page on the last Saturday of each month, space having been contracted for for one year. The page carries 4 columns of advertising and 4 of news. Each member who desires his advertising on the pages pays his proportionate share of the cost which in this case amounted to \$18 per advertiser per year. The news columns are devoted exclusively to Lions club news and features.—Ant. n Jeppesen.

The *Fargo Forum* is running a series of ads that will continue throughout several months for a local bank. The body or outer part of the ad consists of an outline of a map of North Dakota, and the name of the bank is run in at the bottom. At the top of the ad words to this effect are run: "North Dakota is O. K." The inner part or copy of the ad is changed each insertion. Each time the ad tells a story of the growth of diversified farming in North Dakota and that the bank is backing up this type of good business. T. W. Johnson, Fargo.

Get your luggage ads early. Not only the hand bag, trunk and leather people should be covered for the beginning of the vacation period, but the auto kit, camping goods, and tent dealers as well.—C. M. L.

NOOZIE

The best little daily comic
on the market

May be had in 1/2 or 1 col. size

The International Syndicate
Baltimore, Md.

A hint may be taken from the coal strike in England, to assist in keeping the miners of this country employed throughout the dull season. The foresighted policy of having the householders in your community fill their bins in the summer is an excellent one. Get the coal retailers to advertise, and if possible, reduce their coal prices during the off months, as has been done in the state of

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

"A SAFETY Thought for Today" is the title of a one-column box used by the *Cleveland (O.) Plain-Dealer* to head the expressions of prominent local business people regarding this all-absorbing topic. Only one such expression is used each day, the name of the author, of course, being quoted.—G. L. S.

Thousands of persons—society leaders, athletic coaches, surgeons, manufacturers and others—are making their own movies with amateur outfits, both for pleasure and utilitarian purposes. A recent A. P. dispatch told how people have taken up the amateur movie fad. The *Wichita (Kan.) Daily Eagle* published a Sunday page feature on what a prominent local family was doing with its amateur outfit. What kind of films are the amateurs making? Perhaps there's a local amateur motion picture dramatic club.—Frederick T. Hollowell, N. Y. C.

One paper uses building permits on the front page under a stock caption "Building the City Each Day," giving the details of each building construction permit, with 24 pt. bold figures to show the total for the day. This is a boost stunt which has won favorable comment and stimulated reader interest here.—H. W. Schaefer, *Jacksonville Journal*.

BY UNITED PRESS

**AROUND THE WORLD
AROUND THE CLOCK**

UNITED PRESS ASSOCIATIONS
World Building New York

Washington recently. Assist in performing this public service to the householder, who saves; the miner, who is employed throughout the dull season; the owner who continues to operate the mines; and the coal retailer whom you ask to advertise in your paper during the summer.—C. M. L., Seattle, Wash.

"Where do you get all those clever ideas for layouts which you submit to advertisers?" I asked a solicitor who has the reputation of showing a big increase in lineage every year. "That's easy," he replied. "The ideas are not original. I get some of them from mat services, others from New York and Chicago papers which I read two or three times a week, but most of them come from trade journals such as Shoe Repair Service, Bakers' Weekly, Soft Drink Journal, Brick and Clay Record, National Cleaner and Dyer, Men's Wear, Dry Goods Economist, International Confectioner, and dozens of others which I find on the desks of merchants. I make it a point to look at these trade journals every month. Merchants are glad to let me see them. When I note an idea that the merchant could use, I call his attention to it or go back to my office and prepare a layout. Many advertisers are careless about reading their own trade journals. Any solicitor can cash in on the ideas in them."—Norman J. Radder, School of Journalism, Indiana University.

The recent report that cottonseed beefsteaks—produced at a cost of about one-fourth of a real T-bone or porterhouse—would be available should make a good topic for a story with your local marketmen as the contributors. They may have some experience or reminis-

**THOS. W.
BRIGGS CO.**

Columbian Mutual Tower
MEMPHIS, TENN.

**CREATORS
OF LOCAL
DISPLAY
FROM A NEW
SOURCE**

Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

An Amazing Discovery!
in
**"THE MAN
NOBODY KNOWS"**

BRUCE BARTON
Shows Jesus as a
HUMAN BEING
ORGANIZER
EXECUTIVE

A Vital, Compelling Story for
Daily Newspaper Release
To Run 7 Weeks

THE BELL SYNDICATE
Inc.
JOHN N. WHEELER, Pres.
154 Nassau St. New York, N. Y.

cences or earlier attempts to supplant the cow. This same chemist has produced synthetic hash and asserts that it is indistinguishable in taste from the boarding house piece de resistance.—R. M. Campbell.

Is the market for new automobiles being weakened seriously by the used car dealers? The *Worcester (Mass.) Telegram* had a reporter investigate and discovered that 40 carloads or about 500 tons of new automobiles arrive in the city weekly.—R. B. S.

If you are located in a railroad center, the "round-house" or "engine-house" has a good story waiting for you. Assign a live man to visit the engine house and get details on number of locomotives inspected and repaired in one day, the meticulous nature of the inspections and the repairs necessary in most cases. A human interest story on the pride and affectionate regard with which each engineer views his own "iron horse" is another possibility.—A. N. Gage.

Mary Marshall

FASHION WRITER

is sending a

**COMPLETE DAILY AND
SUNDAY FASHION
FEATURE**

and a

**DAILY FASHION NEWS
SERVICE FROM
PARIS**

Authoritative
Entertaining
Full of Ideas

The McClure Newspaper Syndicate
373 Fourth Avenue, New York

**How To Play
GOLF**

By **JOHNNY FARRELL**
Famous Teacher of That Game

24 LESSONS
Illustrated

For release daily

**KING FEATURES
SYNDICATE, Inc.**
New York City

The World's Greatest
Newspaper Feature
Service

Supplying a complete
and exclusive daily
illustrated feature
service to newspapers
throughout the United
States and in foreign
countries.

4 page ready-print color comics.
Write for samples and rates

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