

THIS ISSUE:—GREATEST AUTUMN TRADE IN NATION'S HISTORY FORESEEN.



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America

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

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

Vol. 58. No. 11

NEW YORK, AUGUST 8, 1925

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

10c Per Copy

L 155
E 23
V. 58

Into the Store—and Out!

(Attention Space Buyer and Sales Manager)

One-time distribution does not pay — often it means a hostile dealer with his shelves full of stickers.

Continuous distribution — “repeat orders” — is assured in Chicago to legitimate products advertised in The Chicago Daily News. Experienced dealers know this and cheerfully co-operate with manufacturers and jobbers who advertise in The Daily News. The Merchandising Service of The Daily News is effective in obtaining this cordial co-operation.

The Merchandising Service of The Daily News helps get your goods into the store, and Daily News advertising sells them for the dealer.

With 400,000 daily average circulation — approximately 1,200,000 daily readers — The Daily News reaches the great majority of Chicago buyers, and it is the outstanding buyers' directory and guide of most Chicago households. This fact is proved by its continued leadership among Chicago daily papers in the volume of display advertising printed.

In the first six months of 1925 The Chicago Daily News printed 7,926,577 agate lines of display advertising, exceeding the daily paper having the next high record by 1,656,634 lines.

To get your goods into Chicago stores — and out, follow the lead of successful experience and advertise more — and most — in

THE CHICAGO DAILY NEWS

First in Chicago



NO other newspaper offers so thorough and satisfactory coverage of Memphis homes as does the nineteen-year-old Memphis Press:

<i>City Circulation as shown in last Federal Statements</i>	The Press - - - - -	37,826
	Second paper - - - - -	34,859
	Third paper - - - - -	26,180

... What shall it profit a man to sell the cross-roads dealer of the distant country-side and lose the soul of the market's buying-power — the thousands of up-to-date families in the rich city of Memphis itself?

First In City Circulation

The Memphis Press



MEMBER OF THE A. B. C.
REPRESENTED IN THE NATIONAL ADVERTISING FIELD BY

ALLIED NEWSPAPERS, INC.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

Reliability of Sun Carrier Delivery

- ☞ While still the dawn is peeping over the Bay, before the first Baltimore housewife has poked her head out to look for the milk, the Sunpapers have been delivered into the homes throughout the length and breadth of Baltimore's ninety-seven square miles.
- ☞ And again long before the sun is set, the Sunpapers are at the door.
- ☞ The Sunpapers are delivered regularly to Baltimore's homes by 121 carriers, with over 1,000 assistants.
- ☞ This service was inaugurated in 1837 with the first issue of The Sun.
- ☞ It is an exclusive service—each carrier is responsible for the work of his assistants in the territory covered by his route. He is a business man whose sole business it is to see that the Sunpapers reach the Sun reader, rain or shine, at his home.
- ☞ Therefore, Sun circulation is in the main home circulation, family circulation, regular subscribers—the kind of circulation that pays the advertiser.

*Average Net Paid Circulation for 6 Months
Ending March 31, 1925*

Daily (M. & E.) - 247,320
Sunday - - - - 182,031

*A Gain of 3587 Daily and 4527 Sunday Over
Same Period a Year Ago*

Everything in Baltimore Revolves Around

JOHN B. WOODWARD
110 East 42d Street, New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

THE
MORNING



EVENING

SUN
SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

Making Money in Philadelphia

Judging by the bank statements published last week by the national banks in Philadelphia, business in this city is in a very flourishing condition.

This is not only due to the general prosperity all over the United States, but more particularly to the fact that Philadelphia as "the world's workshop" contains so many diversified manufacturing businesses.

It has more than 6,500 large manufacturing plants, about 16,000 small factories, 2,172 wholesale and 35,672 retail establishments.

According to the Philadelphia Clearing House nearly twenty-six billions of dollars of business of all kinds was done in Philadelphia last year.

It is the third largest market in the United States and has a population exceeding three millions in its city and suburban area.

By contrasting the number of dwellings in the Philadelphia market—520,000—with The Bulletin's circulation as given below, you will see how easy it is to—

Dominate Philadelphia

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

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



526,796 copies
a day

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

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

NEW YORK
247 Park Avenue,
(Park-Lexington Bldg.)

CHICAGO
Verree & Conklin, Inc.,
28 East Jackson Boulevard

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

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

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



EDITOR & PUBLISHER



Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew Editor;
Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant
3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58

NEW YORK, AUGUST 8, 1925

No. 11

Greatest Autumn Business in History Forecast By Advertising Men

Wonderful Crops, Building, Banking, Local Retail Buying and Space Orders Indicate Burst of Prosperity Throughout United States and Canada—All Basic Industries Except Steel Unusually Active

(Copyright 1925 by Editor & Publisher)

The following telegrams were received by EDITOR & PUBLISHER this week from prominent newspaper executives in response to a telegraph inquiry concerning the status of business conditions and the outlook for Autumn trade in the United States and Canada:

Middle West

KANSAS CITY, MISSOURI

"An increase over last year of 16 per cent in clearings of checks for the twelfth Federal Reserve District through the Kansas City Federal Reserve Bank is the most definite indication of general business throughout this territory. Member banks are discounting less than half as much paper as at this time last year, giving evidence of an easy money situation.

"All livestock and grain prices show large advances over a year with a record July movement of cattle to Kansas City. A smaller wheat crop than last year is selling at much higher prices.

"Building continues to run far ahead of last year in Kansas City and in all surrounding territory. Kansas City permits during the first six months were more than double those of a year ago.

"Substantial increases over last year are reported in retail trade and all wholesale lines except groceries. Business has been good here all of this year and all indications point to an even greater prosperity for the rest of 1925. A fairly good barometer of conditions in the Kansas City territory is shown in the advertising volume of the *Star* for the month just passed, nearly 2,000,000 lines were printed—an increase of over 175,000 lines over July of last year."—A. F. SEESTED, general manager, *Kansas City Star*.

OMAHA, NEBRASKA

"A conservative survey indicates that the Fall of 1925 in Omaha will far exceed the 1924 volume of business in every line. Although the wheat yield may fall below last year, the corn estimate indicates a greater yield, and the total value of the 1925 crop is placed at \$500,000,000 by the Department of Agriculture, \$40,000,000 more than a year ago.

"Retailers are preparing for much heavier Fall business and contracting for increased advertising lineage, and foreign advertising Fall orders are comfortably ahead of 1924.

"A new record of building is being set in Omaha, permits so far exceeding the same period for 1924 by \$3,488,938. Bank clearings are \$154,333,941 in excess of corresponding 1924 period."—H. DOORLY, business manager, *Omaha World-Herald*.

DES MOINES, IOWA

"Prospects for a huge corn crop are already showing their effect on business conditions, large quantities of oats are moving to market and a much better

PROSPERITY SUN SHINES EVERYWHERE

NOT a cloud can be seen on the business horizon by the newspaper executives in all sections of the United States and Canada who, in response to EDITOR & PUBLISHER'S request, telegraphed their views on the prospects for fall business. They are all optimistic, some of them enthusiastically so, some of them just optimistic, and a line drawn through their opinions would transfix these reasons for the happiness of mind:

Good crops, which the farmers will, in all probability, sell at profitable prices.

Farms, in most sections, free of the debt that has oppressed them since 1920, leaving the 1925 income available for purchase of home necessities and luxuries.

Bank clearings at the highest totals ever recorded.

Tremendous activity in building of homes and commercial and industrial structures throughout the country, with frequent records in value of building permits.

Revival of mining in several sections where inactivity has been the rule since the war.

Little unemployment anywhere, except in steel centers, where better conditions are expected later in the year.

General confident attitude of retail merchants, evidenced by their purchases for fall sale and their advertising commitments.

Unusually early beginning of fall national advertising schedules in newspapers and the outlook that newspaper advertising lineage will set new high totals in many regions.

feeling prevails among farming classes.

"Des Moines building permits for the first six months of 1925 were valued at approximately \$4,000,000, which is \$500,000 below the first half of 1924. Bank clearings for June totalled \$49,000,000, slightly greater this year than last.

"Retail business has been below 1924 levels, but the outlook for an increase during the latter part of this year is encouraging. Due to Iowa's depression, national advertisers have spent less money this year here than heretofore but indicate they will increase appropriations from now on, in view of returning prosperity. Local advertising schedules are above last year's."—Des Moines *Capital*.

PEORIA, ILLINOIS

"The Peoria territory affords a highly optimistic view for Fall business in all lines. July broke all monthly building records in Peoria after a series of record months with total well over \$1,000,000. Industrial plants are all increasing their forces for Fall production. Many are building large additions to meet orders already booked.

"Bank clearings for the first six months of 1925 exceed all previous records. Bank deposits for the first six months increased 15 per cent over last year.

"The retail outlook is excellent. Advertising schedules for Fall are well ahead of 1924. The attitude of business men is one of conservative progress. The harvest outlook never brighter in history of the Peoria territory for same season."—C. P. SLANE, publisher *Peoria Journal-Transcript*.

MILWAUKEE, WISCONSIN

"The outlook for the Fall of 1925 indicates a substantial condition, we believe. Both local and national advertising is increased over 1924, which was a record year. Crop conditions in this territory are very good and industrial employment is practically 100 per cent.

"Due to diversity of agricultural and dairying influence, there is rarely any important fluctuation in agricultural conditions in this field, and the diversity of industries in Milwaukee assures constant employment and good business. However, on both of these we believe the 1925 Fall situation is to be better than average. Retailers look forward to good business in all lines."—R. A. TURNQUIST, advertising manager, *Milwaukee Journal*.

CLEVELAND, OHIO

"Building permits and bank clearings in Cleveland are both running well ahead

of last year. Bank clearings for the first seven months show an increase of over \$700,000,000 over the same period in 1924. Building permits for the first six months were almost \$37,000,000, a new record for Cleveland, and \$5,000,000 more than for the same period last year.

"Orders for Fall deliveries are coming in slowly, according to reports from manufacturers of men's and women's wearing apparel and wholesalers of drygoods, millinery, shoes and hardware.

"Local retailers anticipate better business in the last four months of this year than they had in the similar period last year.

"Crop outlook is good with record corn crop expected; a fair wheat harvest and oats producing an average yield.

"We expect a considerable increase in local display, classified and national advertising during the last four months of this year."—R. A. HUBER, business manager, *Cleveland Press*.

DETROIT, MICHIGAN

"Fall business conditions, in our opinion, will be excellent.

"The usual Summer dullness has been less than might have been expected and signs are seen on all sides of increasing confidence in Autumn prospects. There is no reason to believe that there will be any dearth of credit and this, coupled with the very much improved agricultural conditions, should provide the basis for business activity. It is well known that there has been no overstocking of goods, so that continuation of the present buying demand, enhanced by the indicated agricultural prosperity, should result in a very material upturn in the business trend. The belief prevails here that business is now on the most stable basis of any time since the war, and only the occurrence of unforeseen circumstances can prevent a period of entirely satisfactory operations.

"Also, the number of men employed in Detroit at this time is greater than during the same period for the last four years, and if the past month is any criterion, National and Local advertising schedules should be substantially in excess of last year."—H. PONTING, business manager, *Detroit News*.

ABERDEEN, SOUTH DAKOTA

"The wheat crop is fair. Corn and feed crops are 30 per cent better than last year's threshing now. Industry is improving. Bank clearings each month display a marked increase. Retailers are optimistic and their trade has increased over last year. Advertising shows a 30 per cent increase over last year and 50 per cent over previous years since the war."—Aberdeen *American & News*.

ST. PAUL, MINNESOTA

"High prices for grain indicate increased purchasing power in the Northwest for Fall trade. The corn crop is

the biggest in history. Other crops are normal.

"Hand-to-mouth buying of small merchants continues, but wholesalers and jobbers report a fair increase in trade over 1924.

"Bank clearings are running from 10 to 20 per cent above last year. Mail order trade far surpasses 1924.

"Department stores report slightly better buying than a year ago.

"Building permits, both city and farm, run 25 per cent more for the first seven months of 1925 than for the same period of 1924.

"Present schedules and commitments of local and national advertisers for Fall season show a substantial increase over last year. Many other conditions point in the same direction."—C. K. BLANDIN, publisher, *St. Paul Dispatch & Pioneer Press*.

East

NEW YORK CITY

"Judging from the local advertising lineage being carried in the *New York Times*, which greatly exceeds that being carried at this time last year, it is evident retail business is enjoying general prosperity. Money is circulating freely, everybody is using judgment, and there is no extravagance. All these are healthy business indications, and I can see no reason for any change in the present situation. The natural development of these factors, I believe, will mean a general increase in business this fall.

"An interesting phase of the situation is the amount of bank advertising being placed. Last week the amount carried in the *Times* was phenomenal.

"No one is complaining and everything is going smoothly."—HUGH A. O'DONNELL, assistant business manager, *New York Times*.

BOSTON, MASSACHUSETTS

"Conditions in the textile industry are improving, with woolen, shoe and leather trades good. The agricultural situation is above normal. Buying power of this section will be the highest this fall since 1920. Building operations are at a high point and will continue so. Local retailers look for better business and local advertising is on the increase. Contracts on national advertising also show an increase over last year."—BEN S. JACOBS, acting publicity director, *Boston Post*.

PHILADELPHIA

"In Philadelphia an optimistic feeling prevails at Fall trade. Advance orders are coming in, mostly for immediate delivery. Volume is larger than a year ago. Industrial plants are operating at 40 to 80 per cent capacity. Building permits in July totalled \$30,083,000 against \$11,162,000 in July, 1924. Bank clearings in July were \$2,499,000,000 compared with \$2,181,000,000 twelve months ago. July, 1924, was the highest on record.

"Good Autumn and Winter trade is in prospect. Nearly all crops except fruits are fairly good.

"Local retailers look for large business this Fall, which they expect will exceed that of any other year. National advertising schedules are far ahead of this time last year and the outlook for Fall is for a considerable increase over last year."—WILLIAM SIMPSON, business manager, *Philadelphia Evening Bulletin*.

PITTSBURGH, PENNSYLVANIA

"Local business and industrial conditions have started to recover from the Summer slump and steel executives expect substantial activity to begin by Aug. 15, reaching normal production in September and continuing for three months at least. This same optimism is reflected in mercantile and other lines. Building is better than usual and July bank clearing were the highest of any month since January.

Generally speaking, the prospects are

good and the present Summer depression did not go as low as expected, so the second six months should nearly equal the first half year which was exceptionally good."—KAY BARR, *Pittsburgh Press*.

BUFFALO, NEW YORK

"Buffalo business men are exceedingly optimistic of a highly successful Autumn increase of business in all lines. Building permits for the first seven months show an increase of \$490,287 over 1924. Latest figures on bank debits, the accurate barometer of the amount of money spent here, show an increase of \$54,156,873 over 1924; bank clearings are \$53,727,869 higher than 1924. National advertising schedules for all lines of business are running about 20 per cent higher in volume and price than last year. Local advertising about held its own the first six months, with a decided increase during July. Retailers are doing the hand-to-mouth buying, characteristic of their business since the war, although they hope for even a better Fall business than last year.

"Chamber of Commerce says the outlook is exceedingly optimistic in all lines, aside from a certain amount of unemployment mostly in the ranks of employees of steel shops, of which there are 130 in Buffalo. It is confidently expected that with the advent of the Fall season, this condition will vanish."—PHILIP F. METZ, assistant business manager, *Buffalo Times*.

WILMINGTON, DELAWARE

"The business forecast for Delaware is most promising. Manufacturing plants are operating on 75 to 100 per cent time, with very few exceptions. Building permits for the first six months of 1925 were ahead of the corresponding months for last year. Bank clearances are also ahead.

"Wilmington retail merchants are planning campaign to develop the trading area of this city. This is bound to be helpful to the newspapers.

"The first seven months of this year show a substantial lineage gain, which we expect to continue through the year."—WM. F. METTEN, publisher *Every Evening*.

PATERSON, NEW JERSEY

"The Chamber of Commerce reports that Paterson's industrial activities indicate a large Summer and Fall manufacturing business. The silk industry in all its branches is quite active. Machinery trades and other lines are normally busy and the employment bureau is reporting

no surplus of unemployed help. Retail business is better than last year's. Savings banks report a large increase over last year.

"Altogether business appears to be sound and we look for a fair general prosperity during the Fall and Winter months. The *Press-Guardian* and *Sunday Chronicle* advertising volume for 1925 shows big gain over 1924 for the first six months."—W. B. BRYANT, publisher *Paterson Press-Guardian*.

South Atlantic

BIRMINGHAM, ALABAMA

"Every indication points to one of the greatest cotton crops in history. The industrial situation in the Birmingham district is distinctly encouraging, with most plants running on full time schedule and advance orders being placed in good volume.

"Building permits are away ahead of last year's boom record, and bank clearings for July show an eight per cent gain.

"We are more than 300,000 lines ahead for the year so far, and every indication points to maintaining a substantial ratio of increase, both national and local, for the Fall months. I can say conservatively that Birmingham's business outlook for the Fall is highly favorable."—VICTOR H. HANSON, publisher, *The Birmingham News*.

MIAMI, FLORIDA

"Money is pouring into the lower East Coast territory of Florida and an extraordinary expansion and business activity is taking place. For the first seven months of 1925 bank clearings totalled \$486,701,364; during the same period last year, the clearings were \$115,003,821. Total building permits issued for the first seven months of this year aggregate \$29,952,069.

"The *Miami Herald* is carrying a greater volume of advertising than any other newspaper in the world. During the first six months of 1925 this publication carried 18,024,587 agate lines of advertising leading the second newspaper of the United States by 1,609,909 agate lines. The total display advertising published by the *Herald* for the entire year of 1924 was only 17,001,999 lines.

"Miami has more than doubled its population of 12 months ago. Retail merchants report that business is from 100 to 200 per cent better. Dealers are unable to procure enough stock to fill all orders on hand."—*Miami Herald*.

HOW A PRESS AGENT IS TRADING ON EDITORIAL ETHICS

WHILE newspaper men are soberly adopting codes of ethics to govern the delicate relationships of the press and the public, they are permitting a little gang of propaganda slickers to outrageously trade upon the first tenet of good journalism, which is that the readers of a newspaper shall not be exploited by interests using news columns.

Here is tangible proof of this assertion:

George D. Hirst, Inc., of New York, is a propaganda agency, selling to advertisers "free space" in newspapers. Hirst is a very ambitious press agent. To advertise his business he uses much direct-by-mail literature. In a booklet which he recently issued, entitled "What Is Industrial Propaganda?", EDITOR & PUBLISHER notices a significant statement. It is contained in a letter which Hirst says was written to recommend his "service" by the "oldest and largest manufacturers in the world of an important product," whoever that may be. The letter is dated, according to the reproduction in the Hirst pamphlet, Jan. 31, 1925, and reads as follows:

"We were truly amazed at the vast amount of publicity that was given to our products by the magazines and newspapers through the efforts of George D. Hirst. We considered this publicity of equal value, and in many cases superior to paid advertising, as it was the word to the consumer from the Editor. It carried more weight than paid advertising."

Tacked onto this audacious assertion is some mumbling about how paid advertising is also a good thing, but it is plain that Hirst wishes his clients to understand that he can get American editors to assume responsibility before the public for advertising claims made through him in graft hand-outs.

ATLANTA, GEORGIA

"The indicated state cotton crop of 1,250,000 bales, following a \$15,000,000 tobacco crop, the largest and most profitable peach, melon and vegetable production since 1918, gives Georgia its best agricultural outlook in 25 years.

"Atlanta July bank clearings of \$265,000,000, a gain of \$52,000,000 over 1924, set an all time record for that month.

"During the year, 5,312 new telephones were installed. Building permits for the year average \$1,500,000 a month, notwithstanding \$70,000,000 new construction during past three years.

"Retailers are elated. Summer goods are cleaned out and increased orders have been placed for fall. Current national advertising and forward orders are the best for the season since 1919."—*Atlanta Journal*.

RICHMOND, VIRGINIA

"Virginia harvest property has been greatly improved by the recent rains. The cotton outlook is now excellent.

"Merchants say that Fall orders indicate good business for end of year. Building permits in Richmond exceed \$10,000,000 in value to Aug. 1. Bank clearings in Richmond are ahead of last year. Local business is very satisfactory and equals that of 1924."—ALLEN POTTS, vice-president, *The Richmond News-Leader*.

South Central

NEW ORLEANS, LOUISIANA

"Crop conditions in Louisiana and Mississippi are above normal, including rice, sugar, cotton, and truck, due to ideal weather conditions. New Orleans is growing today more rapidly than ever before in its history. Deals whereby skyscrapers will be erected simultaneously on three corners of the same street intersection were announced last week. Their cost will total more than \$10,000,000. Projects definitely announced for New Orleans call for expenditures of close to \$200,000,000 in the next decade.

"Bank debits here in July gained over \$30,000,000, leading the South, throughout which a big gain was shown. Business of the Port of New Orleans for first five months of this year has gained more than the gain for the whole of the last year, and that year the increase was thirteen per cent. The Fall market period sponsored by the Spot Trade Division of the New Orleans Association of Commerce, August 3-17, has broken all records with a registration of 300 on the three opening days. Real estate transfers here are averaging \$1,000,000 a day with records for values being established almost daily."—J. L. EWING, *New Orleans States*.

NASHVILLE, TENNESSEE

"Business conditions and outlook at Nashville are buoyant. Bank clearings are \$70,000,000 ahead of 1924, building permits \$2,000,000 in advance of last year and real estate transfers \$1,500,000 larger. As to each of these the record for 1925 is unprecedented in the history of this city.

"Industrial activity is pronounced in almost every department; wholesale lines are abreast of 1924 and retail business normal.

"Crops in Middle Tennessee, with exception of early corn, which was cut by drouth, are better than last year, but there will be large production of corn due to increased acreage. Cotton looks well.

"National and local advertising schedules compare favorably with last year with prospects for Fall business far ahead of 1924."—EDGAR M. FOSTER, business manager, *Nashville Banner*.

LOUISVILLE, KENTUCKY

"Prosperity for Kentucky is indicated by the crop and business conditions. The

(Continued on page 20)

BIG SPACE USED IN AUTOMOBILE PRICE WAR

Campaign Expected to Continue During Balance of Year—Price Cuts to Support Present Huge Production of Middle Class Cars—Scout Idea Small Independents Will Be Driven Out

DETROIT, Aug. 4.—Recent automobile price reductions, taken in conjunction with the flood of newspaper and magazine advertising has brought to life again gossip to the effect that the larger companies intend to put the smaller producers out of business by volume production at lower prices. That is not going to happen this year, it may safely be said at this time.

The picture of 1925 automobile sales is one of the most interesting that the industry has ever presented. The course in 1925 has not been like that of recent years, which alternated at irregular and uncertain intervals smooth sailing and spots that proved difficult for factory and sales outlets. This year's business, with some exceptions, has been consistently good from the start.

Early in the year there was a genuine shortage of cars. Demand remained steady. In localities where few orders were expected many developed; other spots that should have been strong proved weak, and the cars that had been produced for the latter centers were often shifted to the former, which were looking for all available machines. This condition has kept the factory executives happy, for it allowed them to continue production close to the peak when ordinarily a slowing-down is to be looked for.

If it were possible to obtain comparative figures for the several states for 1925 to date with 1924, a general increase in registrations for the first six months of 1925 would be evident. These figures would, of course, include re-registration as well as new cars, and while they would reflect a condition pleasing to the industry, they would not indicate several changes in the public taste which have puzzled manufacturers. Neighboring states where industrial and commercial conditions were approximately the same show markedly different results in the manufacturers' sales records.

People have been buying cars this year to an extent that indicated large profits for all dealers. Many dealers will make plenty of money and others will find it hard to strike a balance in black at the end of the year. They are now entering the last half of the selling year and, speaking of the large number whose cars are in the big production class, they are entering a period of much harder work than they have had since January.

The big producers are now racing to keep their wheels turning so that overhead will not topple their giant pyramids. In this class can be mentioned the General Motors group—Cadillac, Buick, Oldsmobile, Chevrolet, and Oakland—also Studebaker, Nash, Overland, Hudson-Exsex, Dodge Brothers, and Hupmobile. It is not philanthropy which prompts these companies to cut prices when the public is apparently buying cars readily. It is because the pulse-beats of the industry begin to show that there is a bit of strain somewhere; here and there the lull in orders is beginning to be felt. To slow up the works with a lot of material on hand and commitments coming along would throw the entire mechanism out of gear, so it is either stop production, or reduce prices. Big production allows the lowered prices, but big production must not be slackened if disaster is to be averted.

Now the dealers are entering the so-called 1926 season, and through a country-wide plan, Buick has cleaned up all the used cars on hand by using thousands of lines of dealer copy in half-page newspaper announcements. The public expected a lower-priced car and was not disappointed. But the salesmen and the dealers have a new scheme of things to figure out. Lower prices mean smaller discounts. The margin of profit being smaller, there is just that much less remaining for allowances on used cars. True, the lowered

prices automatically cut the value of the used car, and the dealer, who as a rule now has to trade and sell two cars to make a profit on one, will have to operate at an even faster gait. When Buick was all ready to announce its prices last Sunday, Studebaker anticipated the advertisements with Saturday price-cut copy. Nash has not said anything—yet. But a fat stock dividend was declared by Nash a week ago and probably no one at Kenosha is worrying.

Under it all, what seems to be happening is that at last one or more officials in the General Motors organization have awakened to the size of that institution, and have formed the opinion that it is entitled to front rank in the industry, and that advertising is the way to get there. Not that General Motors has not advertised in the past. It has, but on a go-as-you-please basis which has not produced results. Cadillac has been going along with little or no newspaper copy, apparently trying to sell the car on prestige. With other cars in its class receiving some real newspaper advertising it was developing that Cadillac on a production basis was not maintaining the lead it had been accustomed to keep year after year. T. F. McManus, who once tore up a two-year contract as advisory counsel to Cadillac at \$50,000 a year—has been redrafted into the service. Last week many newspaper motor writers ejaculated, "Well, look who's here!" as they put the Cadillac announcement into type. That will continue.

Buick, as the big seller, seems to be establishing a record the past fortnight with more than 10,000 lines in scores of papers. Oakland has started well, Oldsmobile begins Aug. 16, and Chevrolet is taking the first steps. General Motors

should have done all this before. It will be interesting to watch the others come into line.

Hupmobile got a flying start some weeks ago. Studebaker has just struck its stride. Nash has a big schedule running that will continue for some weeks. Dodge Brothers is not being stampeded into changing its policy of small consistent copy. Overland is spending more and Ford is expected to go more heavily. Meanwhile, Jordan will start next Sunday on a new schedule and Packard, Pierce, Peerless, Velie, and others are on the way.

Detroit observers believe that the manufacturers' biggest problem is not to sell the public cars, but to make it easier for the public to pay for the cars it buys. There are some men here, not necessarily pessimists, who foresee a reaction coming about November. Here and there inquiries have developed that the financing companies are not always getting their payments on the date due. It appears that people will sacrifice much to obtain a car during the summer months, and it is feared that when snow flies and driving is curtailed, the finance companies will have to shoulder the burden. When the finance companies repossess these forfeited cars, they will have to sell them—in competition both with new cars and with those taken in trade. The longer the cars are held the lower they go in value.

There is no agreement among finance companies about advertising or selling the cars. When people who watch events see some of these cars being peddled in the winter, many will pick them up and put them away until spring instead of shopping for cars later when demand sends the price of used cars up.

The dealer will feel this element too.

Many of the buyers who gave up their cars in November will be in the market the following spring and they will not find it so easy to get credit. Salesmen will waste a lot of time on people who cannot be closed and while the individual loss to the dealer may appear small, in the aggregate, it is bound to be large.

Manufacturers are seeking to contract the dealers for all they can possibly swallow, despite talk to the contrary. Some companies are just stuffing their dealers. Scores of new dealers will be sent into action, cutting territory, overlapping, and free-lancing sales. Naturally, the dealers are not over-happy.

But, it is mistaken to believe that the big fellows can crush out the smaller manufacturers. Here and there a small factory will end its career, but most of them will survive. Why? Because there are a certain number of people willing to pay a little more for a hat, a suit, a pair of shoes, or other things that are distinctive. Big production sinks individuality. Lines may seem attractive, the general make-up of the car is all right, and it runs well, but the person who prefers a water-color to a print will look also for that thing called aspect or atmosphere, and he will buy where he finds it.

This year an attempt has been made to analyze the falling-off in sales of Ford cars in some parts of the country early this year, as compared with a year ago. In some spots this drop was as great as 30 per cent. It is quite likely that many buyers preferred larger used cars to new cheap models. Some other cars selling for less than \$1,000 also showed a drop, but the registration figures showed an increase and used car sales were good.

People are educated to motors now. If they were not, they would have been confused by the talk of various "eight-in-line," "V-type eights," "vertical eights" and other kinds of eights brought into being in recent months. Therefore, when the advertising men buckle down to work again, brains will be cudgelled for new arguments. Their task is not to be envied. There will be a welter of copy from now on, for awhile, but newspaper men should not get the idea that it is going to continue indefinitely. Some campaigns may run for a year, or they may be cut off abruptly. The business is not going to be handed out on a platter. Announcements will be spread rather widely, but the regular schedules will be thinned down and those who get the copy will have to fight for it. Results will have to be produced to hold it.

Between now and the midwinter shows, the motor people will have a merry time. Those who have organizations highly keyed up will put the ball over the line. Others will know all about those "weak links in a chain" when the executives make their annual addresses at New York and Chicago next January. Just now the factory men are checking over the weak links in their own organizations and others in preparation for the competitive game which is blowing behind the good bark "Merchandising."

JULY LINEAGE IN NEW YORK PAPERS SHOWS UPWARD TREND

GAIN of 704,308 agate lines over the July, 1924 total is included in the 10,466,714 agate lines carried by Greater New York newspapers last month. The gain is slightly more than 7 per cent. Four of the 14 papers listed ran behind their 1924 figures. The others show gains. The total pages, text and advertising printed, rose from 11,892 last year to 13,648 this year, or 14.8 per cent, twice the rate of advertising gain. Comparative figures below:

Pages		Percentage of total space		1924		Gain	Loss
1925	1924	1925	1924	1925	1924		
1,104	1,212	American	8.5	887,186	961,338	228,448	74,152
1,176	1,046	Herald Tribune	9.6	1,002,686	774,238	228,448
1,532	1,338	Times	16.8	1,756,832	1,528,688	228,144
1,130	1,056	World	11.2	1,170,454	1,103,604	66,850
788	752	*Mirror (Tabloid)	2.5	262,148	249,292	12,856
1,100	968	News (Tabloid)	3.9	406,110	348,642	57,468
1,124	Evening Graphic	1.4	148,668
1,050	926	*Evening Journal	8.0	837,390	862,284	25,894
668	692	*Evening Post	2.7	281,358	255,382	25,976
606	600	*Evening World	5.1	537,752	437,056	100,696
790	678	*Sun	8.2	858,650	744,158	114,492
516	598	*Telegram	4.2	440,736	566,270	125,534
980	1,026	Brooklyn Eagle	10.7	1,120,024	1,119,056	968
564	492	Brooklyn Times	3.3	348,890	329,160	19,730
520	514	Standard Union	3.9	407,830	483,298	75,468
13,648	11,892	Totals	10,466,714	9,762,406	704,308

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

Pages		Percentage of total space		1921		1919	
1925	1924	1925	1924	1921	1920	1919	1918
887,186	961,338	1,058,268	821,004	776,996	697,566	816,120
1,002,686	774,238	759,996	826,554	834,722	835,658	629,118
1,756,832	1,528,688	630,440	636,486	666,268	668,524	623,654
1,170,454	1,103,604	1,394,608	1,342,544	1,499,584	1,547,170	1,464,833
262,148	249,292	1,087,524	1,236,398	1,394,074
406,110	348,642	287,292	222,840	173,546	126,962
148,668	704,190	622,994	659,764	615,084	635,276
837,390	862,284	704,190	374,824	334,276	368,618	347,440
281,358	255,382	236,594	246,014	388,370	360,557	349,980
537,752	437,056	483,776	438,664	500,418	611,222	476,218
858,650	744,158	665,332	457,662	466,860	520,916	599,046
440,736	566,270	507,068	572,200	450,738	589,162	719,378
1,120,024	1,119,056	1,150,116	1,119,746	1,018,548	965,154	840,934
348,890	329,160	276,364	241,696	265,276	272,936
407,830	483,298	475,522	514,620	481,494	625,626	537,150
Totals	10,466,714	9,762,406	10,751,018	10,487,264	10,081,886	10,667,425	10,024,255

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

SEEKS BLANKET CONTRACT?

General Motors Assumes Responsibility for Advertising of All Units

Detroit, Aug. 1.—General Motors Corporation has sent to all newspapers a letter advising them that it is responsible for all advertising, even though copy is sent through recognized agencies which get the usual commission.

While it is not so stated plainly, the inference is that General Motors plans to total up all the lineage that emanates from its many sources and will then ask newspapers having sliding contract rates to give it the rate earned by the maximum lineage, rather than by each separate unit.

CORRESPONDENT WRATHFUL AT HIS FELLOWS COVERING THE WHITE COURT

President Coolidge Slow to Compel Enforcement of Press Conference Rules and His Confidence Is Abused Daily, Says Buffalo Evening News Writer

By A. H. KIRCHHOFER

VIOLATION of journalistic ethics, impotence of the White House Correspondents' Association and the inability, or unwillingness, of the executive and those surrounding him either to apply or insist upon discipline for violation of the rules regarding conduct of the Presidential press conferences have created a state of armed neutrality among the newspaper men covering the summer capital on the North Shore of Massachusetts and have given new and discreditable exhibitions of journalism in its least praiseworthy forms.

Out of this welter has come some "news" that perhaps would not have been written had the feeling been less intense than it is, and, as usual, the innocent newspaper reader is the goat while those whose chief concern seems to be to point to the shortcomings of American journalism, no matter what its virtues, have not been tardy to profit by what has been going on. For that, they are less blameworthy than those so often held up as the flower of American journalism who in these circumstances, far from adding to the glory of their profession, have in fact detracted from it.

This situation again has brought forward several moot questions relating first to the supposed safeguards thrown about the Presidential conferences, violation of which apparently may go on at will at the expense only of incurring the lessened esteem of one's associates; the whole controversy over open and closed Presidential press conferences and the adroit intermingling of speculative hypothesis with fact in "dope" stories and even reports of the press conferences themselves so that none but those attending them can be sure what the precise facts are. And the interest of the public, which the newspapers are presumed to serve, undoubtedly is in fact, where White House views are concerned, rather than in fiction.

A question of lesser import, related to the main issue, however, as developed at Swampscott is what protection, if any, has an honorable correspondent who refuses to stultify himself by using indirectly or otherwise information imparted to him under the same injunction of secrecy clearly and explicitly imposed upon the man who makes use of the data at the first convenient opportunity and thereby appears to have a scoop? Who is to rebuke such a person; his office; the group of correspondents to which he belongs, or the individual offended against who probably will be told, should he raise the question, that the news subsequently was obtained from other sources?

Another phase of the Swampscott situation presents itself when the question of the President's failure to protect himself is raised. Practically, perhaps, it is a proposition that is no concern of the correspondents who report his activities but it involves ethical considerations that bring them into the picture.

Undoubtedly, Mr. Coolidge—who is slow to anger and even slower to move in relation to the questions here being discussed, of course—could take steps to prevent a repetition of some of the offenses of which correspondents have been guilty, but, for some reason not apparent, he, while making much of the regulations supposed to govern his conferences, has not insisted firmly that they be carried out in letter and in spirit.

Theoretically, the White House Correspondents' Association, which is supposed to pass upon the qualifications of correspondents admitted to the White House or White Court sessions, governs such matters but its control is nominal. Perhaps it would help if the President would say to the organization that he expects it to police the conferences, and that if it

fails in its share of the responsibility it needs not expect him to fulfill his.

The late President Harding, in spite of the fact that he was of the press, was much sinned against by the correspondents. Incidents similar to those continually cropping out now were no less frequent during his regime than now, but he mercilessly inveighed against the offenders and he, on several occasions,



The President's outing at Pemberton furnished the newspaper men stationed at Swampscott, with thrills. They chartered a launch at Marblehead and trailed him down the coast. The launch did not ride the waves well and the newspaper men had to bail water and man pumps to keep the engine from stalling during a terrific storm.

expressed in plain terms his opinion of a press that would commit the very breaches which have served to divide the correspondents at Swampscott into two camps. Mr. Harding went to the extreme of threatening to discontinue his conferences, if the violations of the clearly understood rules did not cease. He was not troubled so much after that.

There was a slight flurry over the White House press conference rules a short time ago, when there was an agitation for open conferences; but Mr. Coolidge with unusual firmness indicated his determination to adhere to the rules in existence for reasons which, from his standpoint, are, and to many others as well appear to be, well-founded and sufficient.

Merely throwing open the conferences to the widest publicity will not be a cure for the conditions being discussed. On the other hand, non-enforcement of the rules is in a large degree responsible for conditions which, under other circumstances, would not exist.

Another instance of Mr. Coolidge's inability, or unwillingness, to protect himself or the press that deals fairly with him was afforded when he made a simple, man-to-man request of the correspondents to forget his son John as a matter of news. Even that was printed in many journals, though it must be admitted that those who wrote this particular story did so in good faith and only after efforts to ascertain what the President's wish might be and following discussion in which they maintained that, had Mr. Coolidge not desired publicity for his request, he would not have mentioned the matter. The logic of that reasoning may be at fault but, anyway, the question was considered and an effort was made to do the square thing.

A slight consideration of human nature and journalistic ethics, however, might have helped to arrive at a proper answer which would have been fairer to the boy—had there not been a lurking fear that irrespective of what some did there would be others who would use the statement as news, anyway.

Certainly, when the American press has to do what it has done to John Coolidge to furnish intimate White House or human interest copy, it is degrading itself. Nor can the reporters and correspondents' individual groups be singled out for reproach. The editors must share this and other responsibilities with them.

Not satisfied with reporting and printing the alleged fact that John was being assigned work at Plymouth, with his aged and infirm grandfather, as discipline, the press has gone on to retail that the young man failed in one of his

ing directly to the President what is supposed to be reported only in the third person, is permitted to grow, without retribution ever being exacted for each offense, some day it may be used as justification by those who "get away with it" for making a quotation that really will be worthwhile, or it may result in involving the government, if not the American people, in a situation that will not be pleasant or for the best national interests.

And editors, in part to blame, will continue to marvel why, in this age when venal corruption of the press practically is extinct, it, nevertheless, continues to lose in prestige and esteem and its best efforts bring only the opprobrium implied in "That's newspaper talk."

COCHRAN, POLITICAL WRITER, DEAD

Was Former Washington Correspondent of St. Louis Republic and Publicity Man For Democratic Party—Began as Sports Writer

William J. "Bill" Cochran, nationally known Washington newspaper man and political writer, was laid to rest Tuesday in Mt. Olivet Cemetery, Washington.

Mr. Cochran died the previous Saturday night at a Washington hospital following an operation. He had been in ill health for some time.

The funeral services were conducted by Rev. John J. Burke at St. Paul's Roman Catholic Church. The pall bearers were chosen from Mr. Cochran's newspaper associates. They were Richard V. Oulahan, Charles P. Keyser, Roy A. Roberts, Clifford Smith, Justin McGrath and Gratian E. Kearns.

Mr. Cochran was engaged in newspaper and publicity work practically all his life. He was in charge of publicity at Western Democratic Headquarters at Chicago in 1916 and was director of publicity for the Cox campaign of 1920. He was a personal friend of Woodrow Wilson, and was prominently identified with Democratic publicity during the two Wilson administrations.

When Homer Cummings of Connecticut became Democratic National Chairman Mr. Cochran became associated with him and toured the country to foster Democratic sentiment. He was unwavering in his faith in Wilson, and took pride in his prediction that Wilson would be re-elected in 1916.

In 1915 Mr. Cochran was married to Miss Isabella Meagher of Chicago.

Born in St. Louis, Nov. 16, 1878, Mr. Cochran was educated in the public schools and by private tutors. From 1896 to 1900 he was assistant sporting editor of the *St. Louis Post-Dispatch*. In subsequent years he was with the *St. Louis Star*, *Fort Smith Times*, *Joplin American*, and in 1906 joined the staff of the *St. Louis Republic*, as its political writer. He "covered" several State campaigns and sessions of the Missouri Legislature.

From 1912 to 1914 he was with the *Chicago Tribune* and came to Washington in 1914 to take charge of the Washington bureau of the *St. Louis Republic*. He remained with the *Republic*, except for such time as he devoted to publicity work, with the Democratic national committee, until that paper was consolidated with the *St. Louis Globe-Democrat*. Following the campaign of 1920, during which Mr. Cochran was in charge of publicity at New York, he returned to Washington and engaged in general newspaper writing and publicity work.

Poster Pioneer Dead

Col. William H. Donaldson, publisher for circuses and theatrical enterprises, died this week at his home in Sarasota, Fla., of heart disease. He was the founder of *The Billboard* and its publisher until two years ago. He started in the publishing business with the Donaldson Lithographing Company, a Kentucky firm, and his originality in designing flaming posters won him high position in the show printing business.

POSTAL COSTS ROSE 250 PER CENT IN 8 YEARS

Wiley Tells Postal Commission Newspapers Cannot Afford to Use Mails at Present Rates — Davis Urges Abolition of Differential Against Advertising Portions of Publications

UNABLE to bear the burden of postal rates which have increased the cost of mailing newspapers 250 per cent since the enactment of the 1917 postal rate law, metropolitan newspapers are transferring their patronage from the post office to other transportation agencies, Louis Wiley, business manager of the *New York Times*, told the United States Postal Rate Commission, which sat in New York this week under the chairmanship of Senator George H. Moses.

The case for the newspapers was presented by Mr. Wiley and by Howard Davis, general manager of the *New York Herald Tribune*, who held the floor between them for most of the Wednesday sessions. No testimony was taken Monday, as no one of the roomful of witnesses appeared willing to be the first to take the stand. Tuesday's meetings were largely occupied by representatives of national advertisers who use the mails for distribution of samples in bulk on rural routes, without a specific address on each package. Other pleas for rate reduction or change of classification were presented by O. F. Douglas, of the F. W. Woolworth Company, who declared that the 2-cent rate on souvenir post-cards had cut his firm's post-card business 50 per cent, by Allen H. Beals, who asked restoration of third-class privileges to the mimeograph publishers; Jesse H. Neal, representing the Associated Business Papers; Arthur J. Baldwin, president of the National Publishers Association; and Richard H. Lee, representing the National Council of Business Mail Users.

"The comparative figures of costs of delivery of news dealers' bundles to the first and second zones as between mail, baggage, express and motor trucks, as applied to metropolitan newspapers, are interesting," said Mr. Davis.

"These two zones are the source of the great preponderance of circulation outside of the city proper.

"In the case of the *New York Herald Tribune*, which is fairly representative of *New York* newspapers, it sent into this territory to news dealers on Friday, July 31, 116,455 copies, and on Sunday, Aug. 2, 152,879 copies.

"But 10,236 of the weekday issue of July 31 were sent by mail in the first and second zones. The balance, 106,219 copies, were dispatched by express, baggage or motor truck.

"Of the Sunday issue, Aug. 2, but 895 copies were sent by mail in the first and second zones. The balance, 151,984, were sent by express, baggage or motor.

"The cost of sending a copy of the *Herald Tribune*, daily and Sunday, for one year to this territory by mail in a news dealer's bundle is \$4.13, as against \$1.28 by baggage, \$1.60 by truck and \$2.56 by express.

"A great many of the news dealers' bundles that would go by mail into these zones would be sent by what is known as 'outside mail.' Such bundles are thrown off the car by the railroad mail clerk at the station platform and picked up by the dealer. These bundles do not go through any postoffice. They are taken to the terminal on our own trucks.

"In so far as metropolitan papers are concerned, it is my opinion that successive increases in second class postal rates have driven from the mails immense quantities of what should be profitable mail in nearby zones.

"Newspapers in the larger cities, on account of the heavy tonnage to nearby territories, have not found it difficult to substitute for the mails other types of delivery service to dealers, and at a much lower cost, as indicated by the figures above."

Mr. Davis suggested that the committee consider abolition of the differential against the advertising portions of news-

papers, not with the idea of reducing the rates but to avoid the present unnecessary expense and annoyance it gives to both newspapers and the postoffice. He said if this were done the large overhead of maintaining clerks in the various post-offices to check up on the amount of advertising in newspapers and the clerks engaged in similar work in the counting offices of the newspapers would be wiped out.

Mr. Davis strongly advocated the continuance of the zone system. He said that the *Herald Tribune* had advocated the zone rates editorially.

"How about you personally?" asked Senator Kenneth D. McKellar, of Tennessee.

"I personally advocate the continuance of the zone system also," replied Mr. Davis.

Mr. Davis said that it was a well established principle that it cost more to haul over a long distance than over a short distance.

He said that the differential against advertising is in the nature of a tax rather than a tariff on transportation charges. He reminded the committee that the Post Office Department pays the railroads and transportation companies on the basis of weights and distances, and not on the percentage of advertising or reading matter in the newspapers. His conclusion was that the newspaper should be dealt with on the same basis.

"The difficulties under which the *New York* publishers labor in the matter of postal rates illustrate with especial force the problems of all newspapers under the present oppressive tariffs," Mr. Wiley said. "The *New York* newspapers are under a peculiar obligation to publish in full financial, business and foreign news. Such news is indispensable to the business men in all sections; they subscribe for the *New York* newspapers to supplement the news obtained in local newspapers. *New York* publishers, being on the Eastern seaboard, encounter more than those situated elsewhere the burdensome zone rates in any national distribution of their papers. In effect we publish in a half circle, and feel the full weight of all zone tariffs. * * *

"Post office services performed by the newspapers have grown not only in cost but in expense. Years ago the newspapers trucked their outgoing mail to the city post office, where it was sorted. The Post Office Department paid the cost of trucking from the local post office to the trains. Gradually, at the urging of the

Post Office Department, the newspapers extended their own labors of routing and sacking. Today the newspapers deliver their copies to the platform alongside the train, wrapped—in club packages where such wrapping will assist the post office—routed and sacked.

"The Cost Ascertainment Report classifies the postal functions under the following heads:

"The handling of originating mails of all classes embracing:

- "(a) The acceptance or collection.
- "(b) The rating of postage.
- "(c) Postmarking and canceling.
- "(d) Distribution.
- "(e) Dispatching.
- "(f) Transportation.
- "(g) Distribution in trains while in transit.
- "(h) Delivery to post offices at destination.

"The first 5 of these functions are not performed for the Times except that one employe of the Post Office Department is stationed in the Times Annex to supervise the weighing of mails; the distribution and dispatching of the Times mailings may be said to be performed for approximately 1 per cent of the total. The service of transportation is, of course, performed in full as for all mails.

"The seventh service is that of distribution in trains while in transit, performed for 50 per cent of the 1,004 sacks of the Times copies going through the mails; it is facilitated by the use of club packages, &c.

"The eighth and final service is performed, though not in full, as a great number of packages of outside mail are merely thrown from the railway post-office cars to station platforms and do not go through the local post office at all.

"We invite the members of your committee to visit any *New York* newspaper plant and observe on the spot the postal services performed by the newspapers at their own expense. The cost of such services performed by the *New York Times* totals annually \$71,779.50, as follows:

MAIL ROOM COST	
Postoffice Distribution	
6 cars @ \$12.25 each for 313 days	\$23,005.50
6 cars @ \$17 each for 52 Sundays	5,304.00
(Motor Cars) \$28,309.50	
12 men @ \$6.50 per day for 365 days	28,470.00
Total cost	\$56,779.50

"In addition to this direct outlay the Times spends approximately \$15,000 in

salaries of the supervisor of its postal distribution and of employes performing extra labor in its stencil and other departments to expedite the routing and mailing of copies of the newspaper.

"This \$15,000 is only the proportion of such salaries which are legitimately chargeable to post office distribution.

"While the Times forwards 46,148 copies of the daily edition by mail to the various States, 506 bundles for news-dealers, containing 8,391 copies, are simply stored in mail cars and thrown off on the platform at destination, where the newsdealers receive them. No distribution is required en route or at the post office. Eight hundred and fifty-one news-dealers' packages, containing 6,314 copies, sent as inside mail, require no distribution, but are delivered to the newsdealers at the post office; 19,306 copies are forwarded in 1,117 club packages, requiring the handling of only 1,117 piece en route. These bundles are opened and separated and delivery made at the office of address. This leaves but 12,588 single copies to be distributed en route and delivered at destination. The total number of copies, 46,148, is handled as 15,100 pieces. The handling of the 74,061 pieces of the Sunday edition in the mails is similar in character.

"The sum paid by the Times to the post office between June 1, 1924, and May 30, 1925, was \$636,227.31, divided as follows:

Domestic, pound rate	\$583,321.71
New York City, under stamps	357.15
Foreign, Canada	9,089.57
Other countries	43,458.88
	\$636,227.31

"This indicated increase is slightly over 250 per cent. Actually the increase is greater, for this table is worked out on an average paper, without allowance for wrappings, &c.

"It must be apparent that there is no justification for an increase of 250 per cent. No other index, of commodity or labor costs, has gone up equally with postal rates since pre-war times. The rates existing in 1919-1920, after the second wartime increase on second class had gone into effect, but before the third and fourth, have been suggested to your committee as an equitable arrangement. They represent an increase of 100 per cent in postal costs over the rates of 1914.

"The annual subscription price of the Times is \$12 for the daily and Sunday editions, \$10 for the daily edition alone and \$4 for the Sunday edition alone.

"We recommend that the differential against the advertising contents of newspapers be abolished. Advertising in newspapers is news of the most important character. There can be no legitimate reason for penalizing advertising as the present rates do.

"In the matter of rates, let me make it clear that the newspapers ask for no 'privileges.' We do not appear before your committee merely to denounce the existing system. Yet the newspapers have warrant for such denunciation. The second-class rates alone of the four classes had been maintained at the wartime tax levels, when all other classes had been restored to former lower rates. We have suffered a comparative injustice for 5 years; we could not in fairness to ourselves fail to denounce such a situation. * * *

"The former rate on second-class matter was 1 cent a pound. I give herewith a table showing the rates per pound and per copy of the Times under the present rates, which undoubtedly apply to other members of the *New York Publishers' Association*.

Edition	DAILY		SUNDAY	
	Weight per Copy (Pounds)	Weight per Copy (Pounds)	Weight per Copy (Pounds)	Weight per Copy (Pounds)
Mail	.5432	2.1347		
City	.5981	2.5962		

POSTAL PUBLIC POLICY SERVICES UNFAIRLY CHARGED AGAINST PRESS, SAYS A. N. P. A.

Cost of the public policy services of the Post Office exceeds \$150,000,000 a year, the postal committee of the American Newspaper Publishers' Association stated before the Philadelphia hearing last week by the postal rate commission. It is improper for the government to assess the cost of such services against these users of the mails who now pay full rates on the matter which is distributed for them by the Post Office, the A. N. P. A. committee held. It reached a total of \$150,822,000 as the cost of the following "public policy" services:

Rural free delivery	\$87,000,000
Star routes	12,500,000
Government mail	6,572,000
Favored publications	15,000,000
Free for blind	25,000
Foreign mails	5,000,000
Special services	22,000,000
Treasury savings	225,000
Air mail	2,500,000

"In submitting these figures to the

Congressional Committee the A. N. P. A. has not insisted they be taken exactly as they stand," the committee states to members. "Rather without any apology for them they were presented so that those in charge of postal legislation might consider them, in the light of policy enactments by Congress, to determine just what total proportion should be charged against the postal service as such and what against the general policy expenditures of the government.

"It is the contention of the A. N. P. A. Postal Committee that on its purely business transactions, the Post Office Department makes a profit in excess of \$100,000,000 annually, which is applied to the cost of other services not handled on a business basis.

"Congress will pass on these matters next winter. Therefore in the light of the above information it is important for you to discuss them with your Congressmen and Senators.

POSTAGE COST PER POUND AND PER COPY BY ZONES

(Rate on news portion 1 1/2c. per pound to all zones.)

Zones	DAILY				SUNDAY			
	Mail Edition		City Edition		Mail Edition		City Edition	
	Rate Adv. Cents	Per Pound Cents	Per Copy Cents	Per Pound Cents	Per Copy Cents	Per Pound Cents	Per Copy Cents	
1-2	2	1.765	.95875	1.785	1.0676	1.735	3.7037	
3	3	2.295	1.24664	2.355	1.4085	2.205	4.7070	
4	6	3.885	2.11	4.065	2.4313	3.615	7.7169	
5	6	3.885	2.11	4.065	2.4313	3.615	7.7169	
6	6	3.885	2.11	4.065	2.4313	3.615	7.7169	
7	9	5.475	2.974	5.775	3.454	5.025	10.7269	
8	9	5.475	2.974	5.775	3.454	5.025	10.7269	

AVERAGE ACTUAL POSTAGE PAID BY THE TIMES TO ALL ZONES

Edition	DAILY		SUNDAY	
	Per Pound Cents	Per Copy Cents	Per Pound Cents	Per Copy Cents
Mail	2.936	1.616	3.827	8.19
City	3.8583	2.315	2.622	6.915

"The lower average cost of the city edition of the Sunday Times is due to the fact that this edition, although heavier than the mail edition, circulates chiefly in the nearby zones. The average cost of mailing the city edition to all zones would be in excess of 9 cents a copy.

"The postal cost on these same mailings at the original 1 cent a pound rate and at present rates would compare as follows:

Present rates	\$523,633.03
1 cent a pound rate	150,672.98
Increase	\$372,960.05

"The New York Times favors the ending of the zone system of rates. Your committee should, we submit, recommend strongly in your report doing away with this system on second-class matter. There is no zone system for first and third class; and the second-class matter is not different in character. The zone rates are a tax on education. If a citizen on the Pacific Coast, in the eighth zone, wishes to buy the New York Times we must either tell him that we do not want him as a reader or accept \$12 for a yearly subscription on which we must pay, in the eighth zone, \$18.29 in postage alone, if the subscriber desires the complete edition. For the mail edition the postage is \$14.89 annually.

"Your committee may ask why we do not decline to accept such subscriptions at a loss. The answer lies in the fact that the newspapers perform a public service. The Government recognizes this public service in relying upon the newspapers to spread information to the citizens. Your committee would not wish the newspapers to refuse subscriptions from citizens in distant sections of the country and give as the reason that the nation's postal rates were prohibitive. We desire to serve readers, but we ought not to be compelled to do so at a heavy loss.

"Your committee, I submit, should in its postal rate-making clearly distinguish between the expenses of the Post Office Department which can be legitimately charged to the users of the mails and those which, adopted on grounds of national policy, should properly be charged to the general revenues of the Government. The postal cost ascertainment report takes no note of this fundamental fact.

"The report purports to show that the net loss to the Government from the second class is \$74,712,868.67. As part of this alleged deficit there is said to be an expense of \$34,375,097 for carrying the second class on R. F. D. routes. It is an indefensible mistake to allocate the cost of the R. F. D. delivery system to the various classes at all, if such findings are to be used for rate-making. When Congress established the R. F. D. system it was done as a national social and economic policy, with no expectation that any attempt would be made to assess the costs against classes of mail. If the costs of this service are to be fixed accordingly, the users of various classes of mail may eventually be compelled to decline, in self-protection, to serve patrons living on R. F. D. routes.

"Again, Congress as a national policy, years ago granted free within county privileges to weekly newspapers. It was a recognition of the public service performed by the press. A substantial part of that \$34,375,097 charged to second class

in R. F. D. delivery arises from the handling of these free within county papers. We have no quarrel with the policy of Congress in granting such free service; but what are we to think if the expenses incurred are lumped into the costs of second-class matter and the results used as a basis for rate-making? It would appear in this event that Congress was making the weekly newspapers a gift at the expense of those paying full zone rates. The costs of this free within county service should be charged against the general revenues of the Government; so, too, should the costs of franked and penalty matter, reading matter for the blind, the loss on foreign mails and other services.

"We dissent from the view that the Post Office Department must be self-supporting or make money. The Government is in the postal business primarily to perform a national service. The rates fixed should fundamentally be reasonable tariffs, based first on sound principles of rate-making, and a clear understanding of what the traffic will bear.

"Second-class rates are now beyond the levels which the traffic can economically bear. Newspapers are more and more withdrawing from the mails and using truck, baggage and express services. The Times has since April 1, 1925, effected additional transferring of shipments at a saving of \$15,000 to \$20,000 a year as against the mail rates; the total amount paid by the Times for baggage, truck and express services in 1924 was \$516,251. In 1920 the Times spent on these services \$261,965.

"Your committee may here ask two questions: If the Post Office Department carries second-class matter at a loss, as the cost ascertainment report alleges, is it not a good thing for second-class matter to turn to other services?

"We reply that, far from showing that second-class matter is carried at a loss, the cost ascertainment report, if its lessons are correctly understood, indicates that second-class matter is not unprofitable to the Post Office Department. The postal service, organized primarily for first-class matter, can transport and handle a large additional amount of second-class matter without additional expense to it; conversely it can lose a large volume of revenue producing second-class matter without reducing its operating expenses one cent.

"Other public services, such as the railroads and telegraph companies, make intelligent efforts to increase what might be called their second-class matter at attractive rates knowing that the revenue derived from this traffic so handled by their men and equipment as to utilize all facilities to their utmost, is profitable. The Post Office Department could well take a lesson from the telegraph, telephone and railroad companies in the matter of developing second-class business.

"It is obviously impossible for the newspapers to withdraw their shipments entirely from the mails; single copies sent to individual subscribers must always be forwarded through the Post Office Department. Even if it were possible for the newspapers to quit the mails entirely, larger grounds of public policy, we submit, should induce Congress to insist that the Post Office Department, a national institution, offer service at reasonable

cost for the distribution of newspapers to citizens.

"In the case of second-class matter, your committee must expect a diminution of the present revenue—and no diminution in department expenses—if the rates are not lowered. The Post Office Department is a business of great magnitude. It must learn in its rate-making the economics of big production as learned by privately managed corporations. We ask that you recommend the reduction of second-class rates on the grounds of fair dealing, of the public interest and welfare, and of good business judgment for the P. O. Department."

NEW SCRIPPS-HOWARD OFFICE

E. A. Tapscott Named Chief of New Dallas Advertising Bureau

Ward C. Mayborn, general business manager of the Southwest Group of the Scripps-Howard Newspapers, last week opened a regional advertising office in Dallas, Tex. He has appointed E. A. Tapscott, former advertising manager of the *Oklahoma City News*, as Dallas representative.

In the afternoon of July 28, the Dallas Advertising League meeting, which was followed by a dinner for Dallas advertisers and agency men, was addressed by business managers, J. H. Payne of the *Houston Press*, M. L. Crowther, the *Oklahoma City News*, Peter Hamilton, the *Fort Worth Press*, E. A. Tapscott and Ward C. Mayborn.

MURPHYSBORO DAILIES MERGED

Republican-Era Purchased and Discontinued by Independent

United States Marshal James A. White, owner of the *Murphysboro* (Ill.) *Daily Republican-Era*, has announced the sale of the plant, building and business to Fred H. Holens, owner of the *Murphysboro Daily Independent*.

Mr. Holens has merged the plants and discontinued publication of the *Republican-Era*.

WIN SCHOOL CHILDREN

Louisville Courier-Journal Gives Prizes to Junior Reporters

One of the most successful campaigns to interest school children in newspapers and also in their school English is the "Junior Reporter idea," which has been in use on the *Louisville Courier-Journal*.

Junior reporters are all children, attending local schools, ranging in age from eight to 16 years of age. They are asked to send in news notes, stories about their school, or local stories. The hundred best stories are awarded movie passes to a Saturday morning matinee. A picture coming into the theatre the following week is usually shown. The children are asked to write a review of the show, and turn it in to the Junior Reporters Editor not later than Monday evening.

For the best review a prize of one dollar is given and the review is printed in the Wednesday paper. The names of the winners are printed from day to day. Then the five best stories of the week are printed on the Saturday or Sunday school page.

RAZING BILLBOARDS IN ILLINOIS

JOLIET, ILL., Aug. 3—Road patrolmen in Will county this week, acting on orders of the state highway department, are removing all advertising signs from the paved roads in this section. Signs and posters directing tourists to various hotels have been taken down and under the state law, adopted last year, no signs are permitted within the fences marking the right-of-way. Other signs are erected only upon leases from the land owners.

ADVERTISING SELLS SURPLUS WAR STORES

\$2,100,000 of Space Disposes of \$1,300,000,000 of Materials, Jesse A. Neal Reports—Details of Plan Told

The sale, through advertising, of \$1,300,000,000 worth of surplus United States Government war materials, has just been completed with receipt of a check for \$408 from the Associated Business Papers, Inc., by the Associated Advertising Clubs of the World.

The Business Papers are a department of the Associated Advertising Clubs. The check represents the residue in the hands of the Surplus Property Committee of the former organization after concluding nearly five years of service, free of charge, to the Government.

Reporting that the \$2,100,000 invested by the Government in newspapers and business paper advertising was only about one-half of one per cent of the gross returns, Jesse H. Neal, secretary-treasurer of the Associated Advertising Clubs and executive secretary of the Associated Business Papers, Inc., said:

"The receipts of \$1,300,000,000 were a recovery of 36.4 per cent, based upon the original cost at inflated war prices. It is a remarkable return considering that vast quantities of materials were all but worthless.

"As a matter of fact, many things were sold at more than 100 per cent of the original purchase price."

Receipt of the \$1,300,000,000 from the sale of the property, Mr. Neal added, "was in great measure responsible for the ability of Congress to reduce Federal taxation."

He outlined conditions which led to formation of the committee:

"At the close of the war, several prominent business paper publishers and editors were called into conference by the War Department to determine what should be done to convert the stupendous surplus of war materials into cash without undue disturbance of industry. One step led to another until finally the Associated Business Papers, Inc., appointed a Surplus Property Committee to co-operate with the Government in devising and carrying out a complete plan for the disposal of the surplus.

"After several plans had been tried and found wanting, the War Department adopted one proposed by the Committee in which advertising was to be the main reliance.

"This, of course, required the services of expert copy writers. The Government had money and no appropriation which would enable it to employ them. So the Associated Business Papers arranged to supply them free of expense to the Government, and maintained a competent force in Washington during the entire four and a half years.

"This expense and other incidentals were met through an equitable assessment upon publications receiving copy. The members of the committee donated their services.

"As the work progressed, it was discovered that newspapers as well as business papers would have to be used, and two newspapermen were added to the committee."

The soundness of the plan adopted by the War Department, Mr. Neal explained, "is plainly evidenced by the fact that it survived without material change through three administrations under two political parties.

"The Surplus Property Committee showed that the Government can use paid advertising with profit to itself and the entire country. The plan that was used protected trade and industry when they most needed protection."

John W. Weeks, secretary of war, warmly praised the work of the committee.

The results achieved during the period of the committee's existence and co-operation with the War Department," he asserted, "are a signal tribute to the power of well directed advertising."

W. J. BRYAN'S "CROSS OF GOLD" SPEECH RECALLED BY MILWAUKEE WRITER

Masterful eloquence of Young Nebraska Editor Described Vividly by John R. Wolf of Milwaukee Journal After Twenty-nine Years

MILWAUKEE newspaper man, John R. Wolf of the *Milwaukee Journal*, this week went back 29 years in his memory to write a vivid story of hearing the famous "Cross of Gold" speech by William Jennings Bryan at the Chicago Democratic convention in 1896.

The story, as printed in the *Journal*, July 27, follows:

"You shall not press down upon the brow of labor this crown of thorns. You shall not crucify mankind upon this cross of gold."

One short speech made William Jennings Bryan the Democratic candidate for President three times.

It was 29 years ago that I heard him make that speech down in the big Coliseum in Chicago, but it made such a vivid, living, lasting impression that it seems an event of yesterday.

I was secretary of the Milwaukee County Democratic committee in those days and accompanied the Wisconsin delegation to Chicago, where we were quartered at the old Palmer House.

Gen. Edward S. Bragg, commander of the famous Iron Brigade, appointed me sergeant-at-arms of the delegation. At the first meeting of the Wisconsin delegates, Gen. Bragg, the chairman, advised against naming men to represent this state on the committees on notification of the presidential and vice-presidential nominees.

This was significant, presaging the bolt of the Gold Democrats, who later held a convention and nominated Palmer and Buckner to oppose Bryan and Sewall. Gen. Bragg's advice was followed, and Wisconsin took a prominent part in the fight against free silver. Senator William F. Vilas was one of those who made a strong fight against the advocates of the free and unlimited coinage of silver at the ratio of 16 to 1.

At Chicago I met a Wisconsin newspaper man, Arthur J. Dodge, the veteran Washington correspondent. In discussing the talent that would illuminate the convention, he said:

"John, there's a fellow named Billy Bryan, who used to be in the House of Representatives. He's the greatest orator we ever had down there. He can talk to beat the band! Whatever happens, don't fail to listen to Bryan."

This excited my curiosity. As the reporters say, I stuck around. My vigilance brought a rich reward. I had heard Robert G. Ingersoll, Henry Ward Beecher, and many others of the noted speakers, and I was wondering if this practically unknown young lawyer from Nebraska could really be in their class. Bryan then was writing editorials for the *Omaha World-Herald*. His salary was said to be \$30 a week. He had come to the convention with a contesting delegation which had battled for state supremacy with J. Sterling Morton, Secretary of Agriculture.

When he stepped to the platform he was a handsome figure. He was tall and of commanding presence. His head was covered plentifully with black hair, given to curling. A firm mouth and strong chin were surmounted by a Roman nose. He was clean shaven. His wonderfully keen, dark eyes twinkled with delight, and those dominating lips relaxed into a winning smile as he showed his pleasure at the reception given by that throng of 20,000.

But only for an instant. With his right hand outstretched in a deprecatory gesture, he begged the crowd not to delay him, explaining that he had been allowed but a few minutes and that he needed every hit of the time. He indulged in no flowery introduction, rapidly sketching in a matter-of-fact way the inception of the movement for bimetalism.

With misgiving, I was beginning to think that this fellow wasn't going to live up to the glowing advance notices that had been handed me by his ardent admirers.

Soon, however, he started to warm up, and now he was in his stride. With the energy and strength of youth, buoyed by a supreme confidence, he loosed the floods of his eloquence.

There was magic in his voice. It was clear as a bell. At times, it gave the tones of a small bell as he spoke low. As he raised it high, it rang out with the clang of a great mass of metal, deep, sonorous, pealing like an organ.

Like the leader of a symphony orchestra, he beat out the rhythm of his burning words with those long, powerful arms, gesturing with the grace and facility of the finished speaker.

This was his hour of triumph. If the rostrum ever had a hero, here was one.

High, towering breakers of applause rolled in from the farthest end of the Coliseum. Men and women in a frenzy of adulation yelled with joy, waving flags, handkerchiefs, and state standards, singing and cheering and marching and counter-marching.

Twenty minutes' talk had made the "boy orator" a world figure. Oratory was not a lost art on that day!

BOSTON AMERICAN CUTS PRICE

Drops From Three Cents to Two Within 50-Mile Radius

After selling at three cents a copy everywhere for the past five years, the *Boston Evening American* beginning with the issue of Aug. 3, reduced its price to two cents a copy within a 50 mile radius of Boston. Outside of that radius, the price will remain at three cents.

The American formerly sold at two cents until 1920, when an increase of one cent was made.

The American has adopted a new slogan of "300,000 circulation before January 1," and an advertising campaign has been launched, using both newspaper space and billboards, featuring the price reduction.

W. A. SMALL JOINS N. Y. WORLD

Secretary, G. Logan Payne Co., Heads Chicago Office

William A. Small, Jr., for some years secretary of G. Logan Payne Company, Chicago, has resigned and taken charge of the Chicago office of the *New York World* and the *Evening World*.

R. S. McMichael, who was transferred from the New York office to the Chicago office eight months ago, will return to the New York office of the *World* and will be in charge of National Advertising.

USE PRESS AGAINST BELL-RINGERS

Advertising to Combat Doorstep Trading—Women Buy from Itinerants Because of Economic Ignorance

Good advertising, especially newspaper advertising, was called the greatest weapon of the retail merchant in eliminating the house-to-house canvasser, T. K. Kelly, of Minneapolis told the American Retailers' Association in semi-annual session at St. Louis this week.

"The bell ringer," he said, "is selling thousands upon thousands of dollars' worth of merchandise in every community in the country that should be sold through the established retail stores, because the housewife is ignorant of the economics of distribution, and believes the unsupported argument that he can sell better and cheaper than the retail stores."

"It has become the habit of the American people to do practically all their shopping through the newspaper and the newspapers in America today have too great an economic force to need any recommendation."

BALL BOARD LITIGATION

Decision Was Against Baseball Display Company—New Suit Begun

Suit was started this week in the Federal Court, Newark, N. J., by the Star Ball Player Co., of Jersey City and New York, against the Playograph Company, of Orange, N. J., alleging infringement of patents and seeking restitution in royalties. The Star Company also is seeking from the court a temporary injunction against the Playograph Company, pending a settlement of pending patent litigation, and a permanent injunction if the claims of the Star Company are upheld.

The Playograph Company, according to Fred Marquet, its treasurer, also has filed suit for alleged infringement against the Star Ball Player Co.

On July 22, Federal Judge Runyon, of Newark, handed down a decision which declared that electric base ball score boards made by the Baseball Display Co., of which Fred Marquet also was a treasurer, infringed the patents of the Star Ball Player Co. In reporting this case on August 1, *EDITOR & PUBLISHER* inadvertently stated that the decision was against the Playograph Company, whereas it was against the Baseball Display Co. The suit decided by Judge Runyon was begun in October, 1922, and in December, 1922, the Playograph Company was organized. Mr. Marquet had that the board produced by the Playograph Company was not the same as the machine produced by the Baseball Display Company.

The machines of the Playograph and the Star companies are used to record the play-by-play action of ball games.

MAIL ORDER EXPERIMENT

Sears, Roebuck To Open Retail Store at Evansville, Ind.

C. M. Kittle, president of Sears, Roebuck & Co., at Chicago, admitted this week that the company will open a retail store in Evansville, Ind., about Oct. 15.

This is the first retail store opened by the mail order house outside of the cities in which the company has warehouses. Whether this is the beginning of a new policy is not disclosed, but it is believed that the operations in Evansville will be watched with the idea of opening other stores.

Iowa Papers Merged

The *Mt. Vernon* (Ia.) *Hawk-Eye Herald* and the *Record*, were consolidated Aug. 1, with Lloyd McCutcheon, publisher of the former as publisher of the merged papers. He is reported to have paid \$15,001 to A. A. Bauman, publisher of the *Record*. Mr. Bauman will retire.

BRYAN ASKED FOR CARTOON IN LETTER AS WIRES TOLD OF HIS DEATH

YOU MAY NOT BE FOR HIM, BUT, NEVER-THE-LESS, THERE HE IS!



The July 27 issue of the *Columbus Dispatch* reproduced a letter from William Jennings Bryan, which had reached William A. Ireland editorial cartoonist of that paper just a few hours after the wires carried the announcement of Mr. Bryan's death at Dayton, Tenn. In his letter Mr. Bryan requested the original of the cartoon printed in *The Dispatch* on July 14 and titled "You May Not Be For Him, But, Nevertheless, There He Is." The paper containing the cartoon was sent to Mr. Bryan by an admirer in Columbus. Mr. Bryan's letter, follows:

"Cartoonist, July 18, 1925.
"Columbus Dispatch.
"My dear Sir: Someone has sent me

your cartoon, in the *Dispatch* of July 14th, entitled, "You may not be for him, but, nevertheless, there he is." It is one of the most complimentary cartoons that has come out during the Tennessee trial and I would like to have the original of it for my collection, if you have no better use for it. I have a number which happily hit off an idea and yours is the best in its line. You can mail it to me at Coconut Grove, Florida, where it will await my return.

"Thanking you in advance for your kindness—if you send it—and apologizing for the request if you cannot send it. I am

"Very truly yours,
"WILLIAM J. BRYAN."

PHILA. INVITES 10,000 A. A. C. W. MEMBERS

Reminds Ad Folks That Attendance
At Quaker City In 1916 Is Record
To Be Beaten Next
Year

The Poor Richard Club, which will be host to the Associated Advertising Clubs of the World next year, has just issued this invitation to advertising men and women everywhere, asking that 10,000 of them, at least, come here in 1926 for the convention and, incidentally, to visit the Sesqui-Centennial Exposition:

"This is addressed to you, the advertising man and woman who does not live in Philadelphia. It is directed to the 30,000 men and women of Organized Advertising, and to the 'On-to-Philadelphia' Committees of the 314 affiliated clubs. It is a promise and an invitation.

"Poor Richard, host club to the 1926 A. A. C. W. convention invites you, personally, to 'the cradle of American liberty' next year, the year of our Sesqui-Centennial celebration, and promises that you shall be well repaid for your coming.

"We are going to be lonesome and disappointed if 10,000 of you do not visit us. Back in 1916 more of you registered your attendance here than ever registered for one convention before or since. Next year we are going to eclipse our 1916 record in every way.

"We have facilities for accommodating comfortably 10,000 people either outdoors or indoors. At the University of Pennsylvania, where the sessions will be held, there are ample facilities for all sectional as well as general meetings.

"Our railroad and municipal transportation systems are good; you can get here easily and get about easily after you arrive. A stranger has little difficulty finding his way about Philadelphia.

"Our hotels and clubs are unsurpassed; they are expecting you. Our great industries will welcome your inspection. The doors of our historical shrines are open to you.

"The beautiful hills and valleys to the north and west of our city are dotted with perfectly appointed clubs—golf, tennis, swimming. To the south will be the Sesqui, commemorating 150 years of American Independence. Fast trains and smooth highways, to the east, bring one to Atlantic City in a few minutes.

"Then, there are the Poor Richards—nearly 1,750 members and associate members—with hands extended and a warm fraternal grip. We are too modest to sing our praises or boast our hospitality, but let it be known that Philadelphia and Philadelphians are not as slow as is sometimes intimated.

"Our club will be in a fine new home which you'll want to see. We are the proud trustees of the Charles Morris Price School of Advertising and Journalism, the only one of its kind and you should know all about it. Our numerous convention committees are appointed and every member is shouldering his job, so assuring you a profitable happy time.

"This is your invitation. This is Poor Richard's pledge. Plan now to come to Philadelphia next year.

"10,000 in 1926."

Maine Farmer Suspends

With the issue of July 26, the *Maine Farmer*, Portland, suspended publication after an existence of nearly a century. It was established in 1832 by Dr. Ezekiel Holmes and consolidated with the *Portland Sunday Press Herald* in 1924. The Sunday edition of the *Press Herald* will continue. Harold E. Ward was editor.

Plan Georgetown, S. C., Paper

The Georgetown Times Publishing Company, of Georgetown, S. C., has been granted a charter to publish a newspaper. The company has a capital stock of \$8,000. C. B. Colbert is president; W. E. Dean, vice-president, and L. C. Davis, secretary and treasurer.

GEORGIAN COLONIAL BUILDING PLANNED FOR FT. WAYNE NEWS-SENTINEL

Construction To Start Shortly on Three-Story Plant—Art Brick and Marble to Face Novel Steel and Concrete Plant Construction

NOVEL in newspaper plant architecture is the new *Fort Wayne* (Ind.) *News-Sentinel* building, a drawing of which is reproduced below. It is true Georgian Colonial design, three stories high and covering a ground area 100 by 140 feet, set back 10 feet from the sidewalk on Washington boulevard and five

feet from Barr street. Entrances will open ornamental metal doors on both streets and stone terraces with iron grill railings will line the doorways. Constructed of concrete and steel, the building will be faced with alliance rose mats cherry-red brick, set in white mortar with Vermont imperial marble trim.

Entrances from either street will lead into a 20-foot lobby. The floor of the lobby will be laid in hard gray Indiana

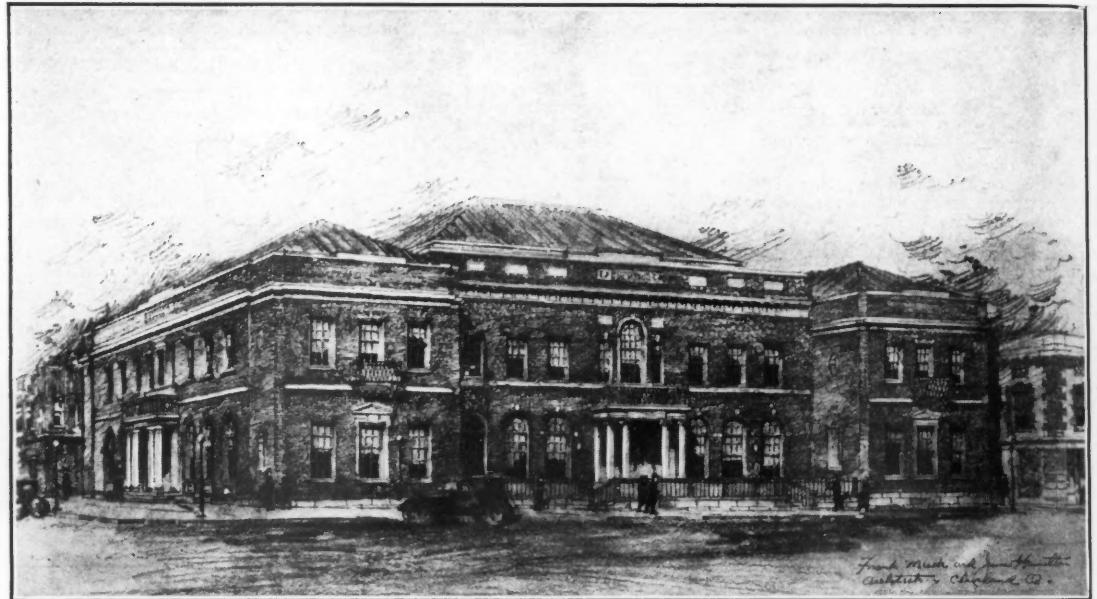
limestone, and the pilasters, bases of columns and the trimming will be of buff Indiana limestone. The woodwork will be of birch. A stairway with an ornamental wrought iron casing will lead to the second story.

Also on the first floor will be located the press room, the mailing room, distributing room, a room for newsboys, a cloak room and a rest room for employees and the public. A spacious loading platform will also extend from the first floor.

The press room will measure 25 by 80 feet. A Goss unit press will be installed. Plans will also be made for future expansion with a view of doubling the press capacity. Arrangements for future growth will also be made in all other departments and sections of the building.

Special care will also be taken to provide a continuity of production.

The newsroom and the entire editorial department, including the office of the editor, the editorial writers, the society editor, the cut files, the art department and the filing room will be located on the second floor of the building. Here will also be installed and maintained a thor-



Unusual Design of Fort Wayne News-Sentinel Building

ough and complete reference library. At this library, which will be in charge of a competent attendant, information of every sort will be available not only to the editorial and other departments of the *News-Sentinel*, but to the public in general.

The telegraph room, the composing room and the stereotyping department will also be located on the second floor of the building, with wash rooms, showers and toilets convenient. Space for an engraving department will be provided on the third floor and also a room for bound files. A photograph gallery will also be installed.

The *News-Sentinel's* history dates back to 1833, when the *Sentinel*, the third oldest paper in the state of Indiana, was established. The *News* was founded in 1874. In November, 1917, the *News* purchased the plant and circulation of the *Sentinel* and the two papers were consolidated January 1, 1918.

The razing of the building occupied by the Schott pharmacy, and offices, on the southern part of the *News-Sentinel* building site will be started immediately, and actual construction of the new building will begin within a few weeks.

OREGON EDITORS ELECT

Mallery New President—Association Non-Committal on Evolution

The Oregon State Editorial Association at its annual convention at Grants Pass, declined to take sides in the quarrel between the modernists and fundamentalists, and tabled two resolutions.

A. L. Mallery of the *Oakland Tribune*, vice-president during the past year, was elected president to succeed Hal E. Hoss of the *Oregon City Enterprise*. Mr. Hoss was chosen secretary-treasurer, succeeding G. Lansing Hurd, formerly of the *Corvallis Gazette-Times*.

Members of the board of directors are: Joe D. Thomson, *Hood River Glacier*; Earle Richardson, *Dallas Observer*; George Aikin, *Ontario Argus*; Edgar McDaniel, *North Bend Harbor*; A. E. Voorhies, *Grants Pass Courier*.

Prineville won the 1926 convention. The convention went on record in favor of legislation against fraudulent advertising; the mutual exchange of advertising rates, as already compiled for the association by the University of Oregon School of Journalism; the requirement that transient advertising salesmen receive the approval of the association before operating in the state; the removal of the differential against political advertising; support of the Pacific Slope Editorial Conference; encouragement of schools of journalism; support of forest conservation.

Would This Give You a Shock?

TODAY you receive from a press agent a proof of a well-written story concerning, say, Florida real-estate. There is a first-class mat of both picture and type. All you need do is send the mat to the stereotyper and shove the block into the form. The press agent advises you that this "news story" is exclusively yours for your circulation territory, which is gratifying information indeed because it would be too soft to "land it" in two newspapers of the same city.

Would it shock you to know that, after you have published this "news" in your unpurchasable editorial columns, the business of the press agent is to measure up the space and submit a bill to his client on the basis of fifty per cent, more or less, of your one-time national display advertising rate? Would it send a shiver down your spinal column to know that many press agents are now selling their "services" at cut advertising rates and by the used inch?

EDITOR & PUBLISHER is reliably informed that this is true, particularly of advertising agents who also serve "publicity."

PASADENA STAR-NEWS NOW PRODUCED IN NEW \$500,000 BUILDING

Publisher Designed Plant To Resemble a Civic Building, At the Same Time Giving Full Attention to Details Assuring Efficient Operation

By **LOWELL C. PRATT**

MID-SUMMER finds the *Pasadena Star-News* occupying a magnificent new building which in appearance resembles a structure devoted to some civic purpose and in arrangement meets all of the requirements of a modern newspaper producing plant. The building and equipment represent an investment of about \$500,000.



C. H. PRISK

The new home of the *Star-News*, nominally a three-story building, but having in addition two basements, a mezzanine floor and a half-story on the roof, is one of the most complete newspaper plants on the Pacific Coast. Practically an entire year has been devoted to its construction, the first shovelful of earth having been turned on September 4, 1924.

In erecting this building the directors of the *Star-News* Publishing Company had two objectives in mind: First, to provide adequate quarters for a rapidly-growing newspaper plant that had entirely outgrown its old building; and second to erect a building that would add to the beauty of the business district of a distinctive community. Both objects have been attained to a marked degree.

In size, the new home of the *Star-News* not only meets the needs of the present but it provides room for future expansion. The building fronts 50 feet on Colorado street, the principal business thoroughfare and 175 feet on Oakland avenue, which is soon to be extended north from Colorado street. The structure is 66 feet high from the sidewalk to the top of the cornice.

The basements were excavated to a depth of 30 feet, with the boiler room in the sub-basement four feet below that level. Seventeen thousand cubic feet of dirt were removed from the site of the building to make room for the two floors which are entirely hidden from view. Thirty-one columns support the building, the largest being 12 feet square, and capable of carrying a "dead" and "live" weight of more than a million pounds.

The sub-basement is devoted principally to newsprint storage, with a capacity of 350 tons. The foundations of the press extend into the sub-basement and the rolls of paper go directly from the paper storage room to the reels, over a miniature railway track. The sub-basement also houses the heating plant which furnishes not only steam heat but instantaneous hot water to all parts of the building.

In the main basement is the press room where every convenience has been provided for the operation of the Goss double sextuple press with a capacity of 96 pages. The press room is enclosed on two sides by a glass partition and is heated by warm air which is first drawn from the top of the building into the boiler room where it is washed and heated before it is allowed to circulate through the press room.

Two conveyors carry the papers from the press to the rear of the main floor directly above where they are delivered to the waiting automobiles. In this connection, it may be noted that for the past year the *Star-News* has operated a complete automobile delivery system. Thirty-eight automobiles are used in Pasadena alone, each driver being accompanied by two boys who "rubber" each copy before

it is thrown into subscribers' dooryards.

Persons entering the building through the main entrance on Colorado street go directly into the business office, an imposing room decorated in soft shades of brown and finished in Philippine mahogany. In the center of the business office, the ceiling of which is two stories high, is a rectangular counter topped and based in Napoleon gray marble. Small offices are located along either side of this large room with ample passageways encircling the central counters.

To the rear of the main floor and under the balcony of the mezzanine floor are the advertising department quarters surrounded by counters similar to those in the front office. At the rear of the main floor and entirely shut off from the rest of the building is the newspaper distributing room which opens out on a yard for the accommodation of the delivery automobiles.

The mezzanine floor is devoted to four offices for directors of the company, a commodious room for the telephone switchboard, and a suite of rooms for women employes, including a rest room, locker room, lavatory and kitchenette.

The news room is located at the front of the second floor with two large windows facing Colorado street and four facing Oakland avenue. The news room is 58 feet long by 29 feet wide. Built-in lockers are along the inside edge of the room and immediately accessible to the news room proper are the telegraph room and the library.

Adjoining the news room at the front of the building is the private office of the editor and manager, Charles H. Prisk, an attractive room with fireplace, built-in bookcases and three large windows. Sep-

arated from Mr. Prisk's office by a waiting room is the office of the managing editor, W. L. Blair.

At the rear of the editorial department is the office and shop of the commercial printing department.

The entire third floor is devoted to the composing and stereotyping rooms. Sixteen typesetting machines occupy the front of the building on this floor, sufficient room having been provided to accommodate 28 machines. The use of this entire floor for composition and platemaking permits of the "straight-line" arrangement of all equipment. Type moves directly from the machines to the make-up department and from there the turtles go directly into the stereotyping room. When the plates are made they drop on an elevator directly into the main basement where they are put on the press.

The fourth floor, which is in reality only half a story, houses two departments which are entirely new to the *Star-News*. One is an engraving department, completely equipped with the latest machinery, and the other is a radio broadcasting station, which is to be operated shortly. It will be known as KPSN and will have a 1000-watt power station. The two towers of the *Star-News* broadcasting station will rise to a height of 125 feet above the roof.

The photograph of the exterior of the *Star-News* building tells better than words the answer to the question of whether the second objective of the directors of the company was achieved. The structure is of classic design, its proportions are majestic and its whole appearance is indicative of the substantial character of the newspaper which it represents. The Colorado street and Oakland avenue sides of the building are faced in terra cotta in light tones of brown which are particularly pleasing.

The *Star-News*, which has experienced exceptional growth during recent years, for many years has excluded all crime news from the front page and has refused to publish anything but the bare facts of such news, omitting what are known as the "lurid details." In make-up it is extremely conservative, single column headlines only being used on the "top" stories on page one.



No longer do newspapers seek back streets and cheap rents. They buy real estate at the city's heart and erect plants like the Pasadena *Star-News* building (shown above) fit to form a part of a modern civic centre.

The *Pasadena Star*, which was founded in 1886, was acquired by Mr. Prisk in 1904. At that time his brother, W. F. Prisk, now editor of the *Long Beach Press-Telegram*, was associated with him in the management of the *Pasadena News*, founded in 1894, and the two papers were consolidated as the *Star-News*.

Associated with Mr. Prisk in the ownership and management of the *Star-News* are Lon F. Chapin and J. H. Pryor, associate editors; A. J. Hosking, associate manager, and W. F. Prisk, director. Charles H. Prisk is also a director of the *Long Beach Press-Telegram* Company.

"SUNPAPERS" INSURE 1000 EMPLOYEES

All Workers on Baltimore Sun and Evening Sun Benefit Under Group Policy—Value Graduated According to Service

BALTIMORE, Aug. 5.—Announcement has just been made that the Board of Directors of the A. S. Abell Company, publishers of the *Baltimore Sun* and the *Evening Sun*, has authorized the writing of a death benefit insurance policy for each one of the 1,000 men and women who work for the Sunpapers and who has been connected with them for a year or more.

Every department of the paper is included. The insurance is given to the employes without any cost to them.

The plan is adjusted as follows:

An employe who has been with the paper for from 1 to 2 years gets a policy representing 20 per cent of his or her annual salary.

One who has been with the organization between two and three years gets a policy of the value of 40 per cent of the annual salary.

One who has been employed three to four years gets a policy equal to 60 per cent of the annual salary.

One who has been employed 4 to 5 years get a policy equal to 80 per cent of the annual salary.

One who has been employed 5 years or more gets a policy equal to 100 per cent of the annual salary.

The insurance does not, of course, take the place of any benefits the employe might be entitled to under the Maryland Workmen's Compensation Act.

The employe names the beneficiary and that beneficiary may be changed at any time at the employe's request.

The A. S. Abell Co. bears the entire cost.

The insurance terminates when the holder of the policy leaves the Sunpapers unless the holder of it makes arrangements with the insurance company to maintain it at standard insurance rates.

In the event of temporary absence due to sickness or of retirement due to old age, the A. S. Abell Company will keep the policy in force with no cost to the employe.

As the period of employment increases, the insurance will be adjusted to the length of employment.

The policy carries a permanent disability feature for those under 60 years of age.

Paul Patterson, president of the A. S. Abell Company, in a letter announcing the insurance says:

"Occasional circumstances, fortunately rare, have led the officials of the company to realize the distressing situation that sometimes arises when the wage-earner of a family dies and his dependents are left without funds for immediate needs.

"In considering the possibilities of a remedy for this situation, and with the idea of making some recognition of the loyalty of the workers on the Sunpapers commensurate with their length of service, the subject of group insurance has been thoroughly investigated.

"It was found that it would be possible to insure every member of the Sun organization automatically, without regard to age or physical condition or the necessity of a physical examination."

MOOCHING SPACE FOR NEW CHICAGO DEPOT

Railroads Which Own Union Station
Engage Western Newspaper
Union to Distribute Free
Publicity

Western Newspaper Union, of Chicago, is a busy distributor of press agent material.

It sells material to newspapers and ranks as a legitimate news agency, but but it is not above making and distributing mats for interests desiring free advertising in newspapers. The service is sometimes in the name of the Western Newspaper Agency.

For instance, observe the publicity for the Union Station at Chicago. The great railroads which are interested in advertising their Chicago facilities do not have to pay money to newspapers so long as, for a relatively small amount, they may engage the Western Newspaper Union to graft the space.

Here is the letter that accompanied the proof which is reproduced herewith:

TO THE PUBLISHER:

The enclosed proof illustrates and describes the new Union Station at Chicago.

Believing that the general traveling public will be interested in learning some of the facts in connection with this great engineering undertaking, the allied railroads using the new station have authorized us to offer this story in plate or mat form to a limited number of newspapers, free of charge, transportation prepaid.

If you desire it, kindly sign and mail the enclosed postal card request.

Yours very truly,

Western Newspaper Union.

EAGLE TOURISTS RETURN

60 Persons Complete Daily's Most Successful European Tour

The *Brooklyn Daily Eagle* has just brought its twenty-sixth tour to a successful conclusion. It was the longest and most elaborate enterprise of the kind undertaken by this newspaper since the first Eagle Tour which visited the World's Fair in Chicago in 1893.

The 1925 Tour, known as the Old World Tour, carried 60 participants to three continents, ten countries, and about 100 cities.

It was a four-part journey including a Mediterranean cruise and detailed visits to France, Spain and England. Twenty is the largest number of tourists taken over the tour route.

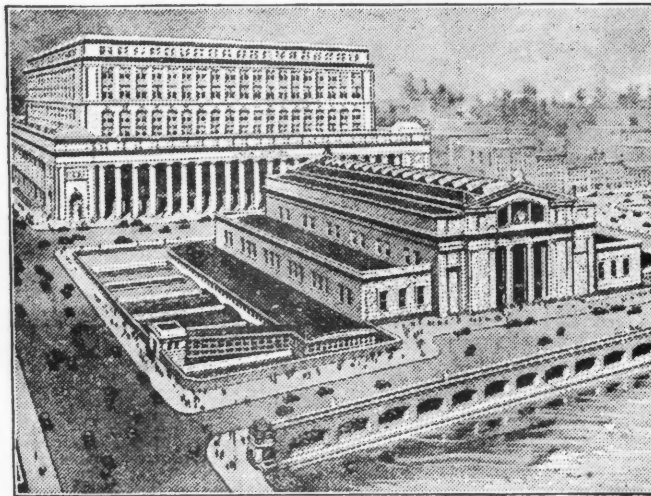
In each country visited members of the party met the leading personalities. They were entertained at the American Embassies in London, Paris and Madrid. The King of Spain personally welcomed them to his country. In London Sir Charles Wakefield, Lord Mayor, entertained the party at lunch and personally escorted them about the historic monuments of the city.

The tour was planned and managed by H. V. Kaltenborn, associate editor, who has handled all Eagle Tours since 1910. William V. Hester, secretary of the Eagle, was assistant manager; Edward G. Martin, business manager, served as tour treasurer, and Olga Kaltenborn, wife of the manager, was tour recorder. The Eagle has issued an eight-page illustrated reprint outlining the story of the journey.

Daily Wins Electric Fight

As a result of a petition submitted by the *Boston* (Mass.) *Evening American* and considerable publicity by that paper the State Department of Public Utilities last week issued an order to the Edison Electric Illuminating Company of Boston to cut its electric lighting rate in homes, offices and small stores from 9½ cents per kilowatt to 8½ cents. This is the third victory of the *American* over this company. At the start of the campaign the rate was up to 11 cents.

Latest Triumph in Railroading



THE completion of the new Chicago Union Station marks a noteworthy accomplishment in the history of important engineering undertakings, from which travelers from all parts of the United States will derive pleasure and benefit.

The station is without doubt one of the finest and most efficiently designed railroad terminals in the world. It forms a vital link in the realization of the "Chicago City Beautiful Plan." Simplicity, accessibility and convenience for the traveling public are the essential virtues of the new terminal. Rest and recreation rooms, ticket offices, barber shop, dining rooms, stores of various kinds, and almost every convenience known to travelers, are to be found on the one level, no steps to climb.

The main station is a low monumental type of building with a row of massive columns of classic design along the entire east front. Once inside, the traveler finds himself in a gigantic waiting room more than 100 feet high and brilliantly lighted through skylights in the great arch ceiling. Colonnades inclose the room, the walls of which are patterned after the architecture of ancient Rome. Bordering this room are the ultra-complete passenger terminal facilities. An innovation in railway terminal design is a conference room accommodating 125 people, which is available, without

charge, to patrons of the Union Station lines for conferences and other meetings.

To give some idea of the immensity of the new station, it may be stated that the main building covers an area of about three acres with a concourse covering 60,000 square feet. The entire terminal facilities cover more than 35 acres and will expedite the prompt and satisfactory handling of 50,000 passengers, 400 tons of baggage and 300 trains daily with room for future expansion. Fifteen acres of glass were used in the various coverings over the train sheds, which extend more than 1,200 feet beyond the main structure. A total of 17,000 tons of structural steel, 175,000 cubic feet of Indiana limestone and 10,000 cubic feet of granite were used in the station building in concourse. The foundation consists of 449 cylindrical concrete piers from four to ten feet in diameter, reaching to a depth of more than 60 feet below the level of the Chicago river.

Those who have had the privilege of inspecting the new station pronounce it a marvel in terminal construction and are urging their friends to see it on their next visit to Chicago.

The station is used jointly by the Pennsylvania Railroad; Chicago, Milwaukee & St. Paul Ry.; Chicago, Burlington & Quincy R. R., and the Chicago & Alton R. R.

Above is a reproduction of railroad advertising broadcast as free publicity by the Western Newspaper Union.

Chicago Weekly Bombed

A bomb exploded early Tuesday at the plant of the *Chicago South Town Economist*, a weekly newspaper which also operates radio station WBON. The explosion shattered all the windows in the plant and did other small damage. The bomb had been placed outside the printing plant. Several weeks ago plate glass windows in the building were smashed.

Novel Ad Promotion Service

H. E. McPeck, of the advertising staff of the *Bellefontaine* (O.) *Daily Examiner*, has developed a novel advertising promotion service through the columns of the *Examiner* in a feature called "The Merchants' Corner." Two or three columns of helpful suggestions and building business ideas are printed for the interest of local merchants. This material concerns the successful experiences in merchandising and advertising and every phase of

business is discussed. The make-up of the feature is novel, between items are run little editorials based upon excellent advertising philosophy. "The Merchants' Corner" should be good for all merchants and react in favor of the *Daily Examiner*.

J. TEMPLE GRAVES VERY ILL

Relatives of Journalist, Publisher and Author Have Been Summoned

John Temple Graves, noted journalist, publisher, author and lecturer, is seriously ill at his home in Washington. Relatives have been summoned, but no announcement has been made as to the nature of his illness.

Mr. Graves, who is 69 years old, has been prominent in public life for a generation, and was regarded as one of the last survivors of the old school of Southern editors. He came to his Washington home recently for a rest.

RECEIVERS OPERATING ROCHESTER HERALD

Friendly Suit by Ink Firm Will Not
Change Ownership or Policy, Says
J. W. Baker, Gannett Execu-
tive, in Charge

(By Telegraph to EDITOR & PUBLISHER)

ROCHESTER, N. Y., Aug. 4.—The *Rochester Herald*, a morning and Sunday paper today began publication under



JOHN W. BAKER

the management of John W. Baker of Ithaca and John W. Remington, Rochester attorney, who were appointed temporary receivers by Federal Judge John R. Hazel in Federal Court at Buffalo yesterday. The receivership followed friendly action brought by the Queen City Printing Ink Company of Cincinnati. Total liabilities are listed at \$460,777.77, with total assets of \$703,919.95.

The *Herald* published its first edition in Rochester in 1879 and has continued publication uninterrupted until the present time. The majority of stock is now in the hands of H. Bruce Potter, who purchased the interest from its former owner two years ago. One of the causes of the receivership, Mr. Potter stated, was the large amount of debts accumulated prior to the change in ownership.

Mr. Baker, one of the receivers, is associated with Frank E. Gannett, editor and publisher of the *Rochester Times-Union* and other papers in New York State. Mr. Baker is general manager of the *Ithaca Journal-News*. He is president of the New York Publishers Association, the oldest organization of newspaper publishers in the United States, and is also prominent in the New York State Publishers Association, being chairman of the committee on education which founded and maintains the Empire State School of Printing at Ithaca. While Mr. Baker's newspaper interests have taken him into all phases, he has concerned himself particularly with problems of business management and production.

On announcing its receivership, the *Herald* stated that the "action will not in the least interfere with the publication of the *Herald*, or alter its policy. Instead it will make it possible to carry on the business in a more efficient manner and make it easier to adopt a number of progressive measures for the improvement of the paper."

Mr. Baker definitely denied rumors of any change in ownership of the paper.

"The *Herald* will continue publication under the present ownership," he stated. "We hope to see it out of receivership and back on a paying basis as soon as possible. The people of Rochester wish to see the paper continued, as evidenced by the many expressions of good will we have received since the receivership was announced, assuring us support in continuing publication."

Publisher Host to Staff

Publisher Frank G. Huntress of the *San Antonio Express and Evening News* and Mrs. Huntress were hosts at the seventh annual picnic given by the management of the company. More than 300 employes of the two papers and their families attended the outing in Pecan Grove, on the San Antonio River.

Nussbaum Heads News Company

C. M. Nussbaum was recently elected president and general manager of the Blair News Company, Altoona, Pa., wholesale distributors of newspapers and magazines. Mr. Nussbaum had been a free lance advertising man.

Well enough was not good enough

so radio advertisers changed papers

RADIO today is far from a novelty and close to a need. The market has automatically broadened; the possibility of profit increased.

Advertising appeal must broaden with the market. Everyone is interested in Radio; everyone must be contacted by Radio advertising.

Newspaper schedules covering only a small percentage of any market might have been well enough when Radio was the hobby of the occasional experimenter. They are not good enough today when Radio technicalities are the commonplaces of casual conversations.

Because it contains *almost* half the total evening newspaper field in its own circulation *without duplication* and because it prints more Radio news every day than any other New York paper, the Evening Journal offers a unique opportunity for Radio manufacturers in Radio's best market. And they *know* it now:

For example:



The EVENING JOURNAL is now second among all New York papers in RADIO—and going ahead strong!

The New York Evening Journal made a greater gain in Radio advertising during the first six months of 1925 than any other New York newspaper—evening, morning and Sunday combined.

Evening Post Statistical Dept.

JOURNAL	130,574	Gain
Sun	94,686	Loss
Eve. World	560	Loss
Telegram	133,248	Loss
Post	7,410	Gain
Herald-Tribune	119,338	Gain*
Times	101,244	Gain*
American	67,780	Gain*
News	61,692	Gain*
World	20,970	Gain*

*Combined Sunday and morning—(seven day) total.

NEW YORK EVENING JOURNAL

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

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



"Indifference Is the Deadly Thing!"—W. Laurence Dickey

RELATIONS between the public and a newspaper cannot be left entirely to the six, ten or a dozen editions run off the presses each day. There are links between, and W. Laurence Dickey, publisher of the *Kansas City Journal-Post* has forged some of them.

Looking through the papers each day Mr. Dickey notes news stories of local persons or events, has them clipped and pasted on form sheets which carry the following words:

"The attached clipping is from the *Kansas City Journal-Post* of (date) and is sent to you for your files."

"I know many persons cherish clippings for press books," Mr. Dickey explained. "Many times they see the article, but neglect to clip it. In other cases the article escapes their attention and they always are grateful for the clipping sent them."

In Mr. Dickey's files are hundreds of letters from patrons expressing gratification over the service.

Letters objecting to stories in the paper are welcomed as much by Mr. Dickey as those of commendation.

"Indifference is the deadly thing. If there is no response it demonstrates lack of interest."

In the interest of accuracy for the paper Mr. Dickey has assembled in a bookcase in his office the telephone directories of the major cities of the country. Many times the editors and reporters have occasion to refer to the directory library for verification of the name of an individual or a firm in a distant city.

On the subject of libraries, Mr. Dickey has one of the most complete home libraries in Kansas City. He is an authority on definitions and many times in staff conferences advances information to settle discussions and meanings and usages of words.

Always on trips to other cities, which Mr. Dickey makes on business missions and to attend conventions, he first goes to the newspaper plants for tours of inspection. The arrangements at the *Kansas City Journal-Post* new plant are after ideas assembled by Mr. Dickey in visits to eastern plants.

Music and photography are two of Mr. Dickey's principal hobbies. He keeps his camera handy at his office and in many instances has gone out to cover a news story.

There is one other "public relations" situation Mr. Dickey has had a few words to say about.

"Oftentimes it is the inclination of a metropolitan paper to pass up items of accidents, fires or such disturbances where there is no great injury to person or property. I know if I am passing such a scene and cannot stop to investigate, I will look in the following editions of the news-

paper to learn what happened. Most people are just as curious. Therefore I have urged that something be told in the paper about such occurrences, no matter how little space is devoted to it."

Mr. Dickey is 30 years old. He is a graduate of Yale University. His father, Walter S. Dickey, is owner and editor of the *Journal-Post*.

Pottsville Dailies Hold Outing

The annual outing for the newsboys and staff of the *Pottsville* (Pa.) *Evening Republican* and *Morning Paper* was held recently at Schuylkill Park near Pottsville. J. H. Zerbey, publisher, received a telegram from Frank B. Noyes, president of the Associated Press, expressing his regret at his inability to attend. Many prominent local and county officials attended the outing.

Pulitzer Winner Joins Magazine

Magner White, for the past year associated with the *San Diego* (Cal.) *Independent*, a weekly, as contributing editor and editor, and previously on the editorial staff of the *San Diego Sun*, has located in San Francisco as a staff writer for the *American Magazine*. Mr. White won the Pulitzer prize two years ago for the best example or reportorial work of the year.

Veteran Sees New Plant Completed

The *Woodland* (Cal.) *Daily Democrat* recently issued a 64-page special edition marking the completion of its new building. The event coincided with the 55th anniversary of Editor Edward E. Leake's entrance into the newspaper business.

Pittsburgh Press

"Giant of the Newspaper World"

A Scripps-Howard Newspaper

Represented by

ALLIED NEWSPAPERS, INC.

TILDEN CLASHES WITH PLAYER-WRITER RULE

Barred From Giving Interviews or Writing During Tennis Matches In Which He Participates Following St. Louis Incident

William T. Tilden, 2d, national lawn tennis champion, has promised the executive committee of the United States Lawn Tennis Association that he will not violate in letter or spirit the association's rule against players writing for the press. The committee was in sessions to consider action against the champion, who, forbidden by the aforesaid rule to write of tournaments in which he was engaged, apparently evaded the ban by giving exclusive interviews on the game to a representative of the Public Ledger Syndicate, which employs Tilden.

The champion expressed regret at his evasion of the player-writer rule, saying that he did not realize his interviews transgressed the regulation, and promised that he would grant no more interviews and give no resume of tournaments in which he participates until three days after the tournament is completed. The committee's decision, which was accepted by Tilden, follows:

The giving of a daily interview by a player, commenting upon an event in which he was competing, was in no way different from writing a current article covering the event.

Where such an interview was given to a news syndicate with which the player had contracted to cover events or supply

service for pay, the player must be considered to have received either pay or some other consideration for the interview given.

A resume of an event given by a competitor therein containing a report of the last day's matches and filed and published when the reports of that day's plays are current news, is a "current newspaper article" and when applied for pay constitutes a violation of the by-laws of the association.

It was ruled that three days must elapse after a tournament before a player-writer may supply a resume of a tournament to a newspaper or news syndicate by which he is employed.

George Jean Nathan

The highest-priced dramatic critic in the world, has been signed for a weekly theatrical review for *The Morning Telegraph* (New York).

The Morning Telegraph

(New York)

Authority on the theatre and turf

This feature will be available to a few newspapers outside the eastern territory.

Gearing the News of One Day to the Business of the Next

In any city having an efficient afternoon newspaper with Associated Press Service, news is no longer news, but history, before it is a day old. Cincinnati is such a city and the *Times-Star* is the newspaper. Six afternoons every week the *Times-Star* brings the news of the world into every native, white, literate household in Greater Cincinnati, sixteen hours before the morning newspapers are on the streets.

And in Cincinnati the day's news is not complete unless it is geared to the business of the coming day by means of display advertising that tells the people where they can purchase the merchandise and services essential to their comfort and convenience.

Because the *Times-Star* has dominant family circulation, because it reaches these families in the reading hours when the shopping plans for the next day are being made, and because it has the confidence of its public the *Times-Star* naturally has also the confidence of the advertisers who do business in this great market. Its dominance in display advertising is no less pronounced than its leadership in local circulation.

This advertising dominance is not confined to any one or two classifications. It is equally decisive in all the classifications that make their appeal to the great buying public—food, clothing, department stores, drug stores, dry goods stores, boots and shoes, men's furnishings, electrical goods, hardware, gift shops, tires and automobile accessories, musical instruments, radio, furniture, household appliances and the like.

Neither is this advertising leadership confined to any one year. It has been maintained consistently for eighteen consecutive years without a single break and it is more pronounced at the present time than at any time in the past.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

Announcement

was made on August 1st of the appointment of

KELLY-SMITH CO.

as representatives of the

WINSTON-SALEM JOURNAL

The only morning and the only Sunday newspaper in

Winston - Salem, N. C.

North Carolina

is the

Miracle State of the South

Leads the South in education.

Leads the South in textile.

Leads the South in improved roads.

Leads the South in hydro-electric development.

Leads the World in manufacture of tobacco.

WINSTON-SALEM

Largest and Most Rapid Growing City
in North Carolina

A City of Diversified Industry—93 Factory Establishments

Is 7th Port of Entry in United States.

Is 38th city in U. S. in value of manufactured products.

Is world's largest manufacturer of tobacco products.

Is county seat of North Carolina's wealthiest county.

Is county seat of most thickly populated county per square mile in state.

Is located on more State highways than any other city in the State.

You cannot reach the responsive buying public of the city and the great, rich country to the West and Northwest without the

Winston-Salem Journal

The only morning paper—daily and Sunday—in Winston-Salem. Associated Press A. B. C.—Consolidated Press.

Owen Moon—Publisher

KELLY-SMITH COMPANY

National Advertising Representatives

Marbridge Bldg., New York

Lytton Bldg., Chicago

HIGH CABLE RATES HINDERING CONTACT BETWEEN ORIENT AND OTHER NATIONS

Y. Iwanaga, General Manager of Kokusai News Agency, Believes Radio May Solve Pacific News Problem—Makes Contract With Rosta, Official Russian Agency

THE present prohibitive cable rates in the Pacific are proving a direct hindrance to better understanding between the Eastern and Western nations, Y. Iwanaga, general manager of the Kokusai News Agency of Japan, told EDITOR & PUBLISHER in an interview this week.

Synopsis reports of important governmental actions and utterances necessitated by the high cable tolls can easily cause misunderstanding, and perhaps hostile feeling, he declared.

Mr. Iwanaga, who arrived in New York Aug. 1, is circling the world in the interests of his news service. He left Tokio May 24, coming by way of Moscow, Berlin, Paris and London. He expects to be back in Tokio early in September.

One of the most important accomplishments of his trip was the signing of a contract with Rosta, official Russian news agency, whereby the Kokusai and Rosta agencies will exchange news.

"We believe this will mean better understanding between Japan and Russia," Mr. Iwanaga said. "It means the Japanese newspapers will print a larger volume of authentic Russian news, and vice-versa."

Intelligent public opinion can be based only upon facts, Mr. Iwanaga declared, emphasizing that it was the aim of his service to collect unbiased and uncolored news from all countries.

"The new connection will give both Japan and Russia more facts, and a more complete picture of conditions in each country," he said.

Here he pointed out how the high Pacific cable rates are hindering the collection of facts from the western nations, preventing Japanese newspapers from giving detailed accounts of the progress of events in other countries.

"Japanese newspapers have progressed rapidly in the past few years," he stated. "They are demanding more and more news of the world. At the present time from 60,000 to 70,000 words per month are received by cable through all news agencies, in spite of prohibitive tolls. Sixty to 70 per cent of this total is brought in by the Kokusai Agency."

"Today news demands are becoming more and more specialized. For instance, several years ago the general results of the Olympic games would have sufficed—now specific stories covering the Japanese entrants are wanted, regardless of whether they win or not. Special stories covering fully the activities of the Japanese delegates to the Geneva opium conference were in demand."

"With lower cable rates we could supply these demands, but at present we must summarize—boil big events down to cable jargon, then translate and expand in Japanese. We send 'canned meat' and try to re-cook it with Japanese soy and pungent sauce. It is quite natural that this process often results in a dish which is not tasteful to the reader."

"We must have some means of coming in closer contact with other nations. Synopsis news can easily cause misunderstandings. It is not only to the interest of Japan but to all nations to get a cheaper cable rate in the Pacific."

Mr. Iwanaga believes the development of radio may solve the problem, although at the present time there is but a slight difference in the charges of the radio and cable companies. A commercial station is being built by the Japanese Wireless Company, for communication with Eu-



Y. IWANAGA

rope, establishing a radio news connection where none exists now. The company will probably erect other stations for communication with the United States, he said.

In spite of the fact that the Japanese language is unusually difficult to read and write, Japan stands next to the Anglo-Saxon races in point of newspaper reading, the Kokusai executive declared. "Like the United States, Japan is a newspaper reading country," he said. "It is the result, I believe, of the compulsory educational system which has been in force for many years. In the United States nearly everyone reads a newspaper. It is that way in Japan. Japan has two newspapers with daily circulations above a million."

Mr. Iwanaga joined the Kokusai News Agency when it was formed ten years ago. At that time Japan had no national news agency corresponding with the Associated Press and the United Press Associations in this country.

"The only international news received consisted of a few thousand words a month relayed from Shanghai by Reuters," he said. "As Japan improved its contacts with the world the necessity of having its own news gathering agency was imperative."

"At the present time there are three news services in Japan. The Kokusai Agency is the Japanese ally of the Associated Press and Reuters."

In closing the interview Mr. Iwanaga expressed the hope that the time will come when Japanese and United States newspaper men will gather with wireless and cable company representatives to discuss lower rates in the Pacific.

Mr. Iwanaga left for Washington late this week, and from there will go to San Francisco, where he will sail for home the latter part of this month.

TWO-WAY RADIO INTERVIEW

MacMillan Polar Party Talks With A. P. Man at Chicago

The Associated Press interviewed the MacMillan polar expedition, 3,700 miles away in the Arctic, by radio Aug. 6.

Lieutenant-Commander Eugene F. McDonald of the S. S. Peary, which conveyed the expedition to its base at Etah, Greenland, answered five questions radioed to him by the A. P. from station 9XN of the Zenith Radio Corporation, Chicago, of which McDonald is president. Etah is approximately 3,700 miles direct north of Chicago.

Communication was first established with the expedition while those aboard the steamship Peary were enjoying a radio concert which McDonald and

Our Customers Write Our Ads

Sherbrooke Daily Record

Sherbrooke, Quebec

Says—

"We are pleased with the simplicity and low cost of operation of our Tubular."

DUPLIX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

others provided. Station 9XN was able to intercept the program on a 40 meter wave length of 1,000 watts.

"Station WAP—Etah," said the announcer—and the remainder was lost in an indistinguishable mumbling monotone. Shortly thereafter a somewhat clearer tone came through, and finally was recognized as phonograph music with clearer modulation.

Shortly after, beginning with midnight, Eastern standard time, the radio code was resorted to with station 9XN calling "WAP" and McDonald answering "Okeh, McDonald."

It was explained to him that the Associated Press wished to interview him.

Within ninety minutes the interview was complete. Five questions and answers, totaling about 300 words, were exchanged by those aboard the S. S. Peary and the interviewer. The average for transmission rated close to sixteen words a minute, international radio code.

Palmer, Mass., Weeklies Merged

The Palmer (Mass.) Register acquired the weekly newspaper and job plant of the Palmer Journal, Aug. 1. The plants will be consolidated and the weekly issued under the name of the Journal-Register. Ralph M. Keller is publisher of the merged papers.

Cooperate on Fraud "Want Ad" Fight

Plans for closer co-operation between the National and local Better Business Bureau and the Association of Newspaper Classified Advertising Managers toward eliminating false and deceptive "want ad" copy is expected to result from a meeting of officers of the association at St. Louis Thursday of this week. Edward L. Greene will represent the National Bureau at the meeting.

The exercise that reduces the waistline most quickly consists in placing both hands on the table and pushing back. —Nashville Tennessean.

SHIPPERS AVER ROADS COERCE PRESS

Purchase of Advertising Space in Country Journals of West Brings Protest to Washington Authorities

Communications have been sent to the Department of Justice, the Federal Trade Commission, and the Interstate Commerce Commission by the Intermediate Rate Association in which it is alleged that the Western transcontinental railroads are attempting to beat down the intermountain country's attempt to defend itself against discriminatory freight rates by capturing the country newspapers and generously buying advertising space.

Attached to the communications were marked copies of papers carrying advertisements of the railways. Officers of the association have referred to the railroads' campaign as "coercive methods to undermine the west's attempt to protect itself against future discrimination." In the opinion of the association's officers the advertising campaign of the carriers is being conducted with special activity in the west this summer because of the certainty of the Gooding long and short haul bill, or some similar measure, being introduced in the coming session of Congress.

The association is composed of shippers and merchants in eastern Oregon and eastern Washington, Idaho, Montana, Utah, Nevada and Wyoming.

Harner Joins Urbana Dailies

Herman E. Harner, editor and manager of the Niles (O.) Daily Times, has resigned to become business manager of the Gaumer Publishing Company, publishers of the Urbana (O.) Daily Democrat and the Urbana Daily Citizen. Mr. Harner was formerly European correspondent of the Public Ledger Syndicate.

Some Whys and Wherefores of CERTIFIED DRY MATS

The high esteem in which our dry mats are held in several hundred newspaper and job shops is the best testimony of their comparative value.

As a matter of fact we encourage users and prospective users of dry mats to try all available mats and to COMPARE printing results.

In a series of ads in this medium we shall attempt to amplify on the various characteristics which are woven together to produce and maintain CERTIFIED QUALITY, and which those who try our mats so highly appreciate.

In the meantime it is a very simple matter to get acquainted with American-made Certified Dry Mats. Samples are free and do not obligate you in any way.

To try Certified is to know them; to know them is to use them. At 15c per mat they are the best "buy" you can make for your stereotype department.

Just try them NOW, and please us and PLEASE yourself.

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.

IN NEW YORK—THE WORLD'S GREATEST MARKET

The Sun

Leads All Evening Newspapers

☞ FOR the month of July The Sun led its nearest evening competitor by 21,260 lines in total advertising.

☞ For the month of July The Sun, publishing six days a week, led all other New York newspapers—evening and morning—Daily and Sunday included—in Manhattan Department Store Advertising.

☞ For the first seven months of 1925 The Sun has carried a greater volume of Manhattan Department Store Advertising, six days a week, than any New York evening or morning newspaper, Daily and Sunday combined.

☞ For the first seven months of 1925 The Sun has carried 480,672 lines more of National Advertising than any other New York evening newspaper.

☞ The Sun's gain in National Advertising for 1925 to date is nearly double the combined gains of all other New York evening newspapers.

All figures quoted are as of July 31, 1925, furnished by the Statistical Department of the New York Evening Post, Inc.

The Sun is an independent, vigorous, sane and wholesome newspaper enjoying the respect and confidence of both its readers and advertisers

The Sun

280 Broadway

New York

CHICAGO
208 La Salle St.

BOSTON
Old South Building

SAN FRANCISCO
First National Bank Building

WASHINGTON, D. C.
Munsey Building

LONDON
40-43 Fleet St.

PARIS
49 Avenue de l'Opera

PORTLAND (ME.) EXPRESS-TELEGRAM SOLD TO GANNETT OF PRESS-HERALD

Two Dailies and One Sunday Paper to be Produced from Press-Herald Plant—Col. F. N. Dow and W. H. Dow Retire After Many Years' Active Ownership

SALE of the *Portland (Me.) Express and Advertiser* and the *Portland Sunday Telegram* to Guy P. Gannett, principal owner of the *Portland Press-Herald* and the *Waterville (Me.) Sentinel*, by Col. Fred N. Dow and his son William H. Dow, was announced July 31. Mr. Gannett declared that he will continue publication of the *Evening Express* and the *Sunday Telegram*, the latter with its Aug. 3 issue being consolidated with the *Sunday Press-Herald*, the final issue of which appeared July 26. The week previous, the *Maine Farmer* section of the *Sunday Press-Herald* was discontinued.

Eventually, Mr. Gannett said, he proposes to publish the evening and Sunday newspapers in the new eight-story office and newspaper building of the *Morning Press Herald*, which is located near City Hall and the federal and county court houses and is bounded by Exchange, Federal and Market streets.

The removal probably will not take place for several weeks and it will be several months before the plant of the *Express* in Monument Square is completely evacuated. That property, which is owned by Col. Dow and his son, will be changed into an office building. It is one of the most valuable pieces of real estate in the city, covering an acre and being assessed at \$16 a square foot, an increase of 33 1-3 per cent under a recently completed new valuation of the city's taxable property.

Mr. Gannett is a native of Augusta, where he has always lived and been associated with his father, William H. Gannett, in the publication of monthly magazines. He and Mrs. Gannett will hereafter make Portland their permanent home, he announced simultaneously with the announcement of the change in control of the two newspapers.

Mr. Gannett has been prominently identified with the Maine Development Association, the Maine Automobile Association and the State Chamber of Commerce. He recently was appointed as Maine's representative in the New England publicity movement. He has been active in politics, having served as the Maine member of the Republican National Committee. He is a leading figure in the social life of the state, as well as in his home city.

Col. Dow is one of the oldest newspaper publishers in the country. Although he was 84 last December, he is still active and takes a lively interest in his banking and other financial business. He has maintained a close supervision of the management of the *Express* and *Sunday Telegram* of which he has been the principal owner for considerably more than a quarter of a century.

Col. Dow and his son have had no particular plans for the future, but their other interests, including the management and development of their real estate, will occupy their attention. Both are directors of the Casco Mercantile Trust Company of which Col. Dow until recently was president. Col. Dow also has been president of two other banks and the Portland Gas Light Company.

William H. Dow, business manager, has been connected with the *Express* more than 35 years, and Col. Dow since soon after it was established in 1882.

"Though our retirement was primarily prompted by a desire to conserve our

health and strength, a less personal and more important motive also influenced us," they said in a parting statement. "We had come to believe that in the future the public could be better served were the control we are relinquishing seasonably committed to younger men.

"During our connection with the papers now passing to Mr. Gannett, our chief desires were to make them serve the highest interests of Portland and of Maine, and we are glad to know that Mr. Gannett cherishes the same purpose. "Mr. Gannett is widely and favorably known in the newspaper field and his ability and experience will contribute materially to the usefulness of those papers to the public."

To their employees, they said in closing:

"None ever parted with more regret from more desirable associates than we do in severing the ties which united us with such comrades and work-fellows. We shall continually remember with pleasure and pride that our association with them was always characterized by mutual esteem and friendship."

There will be no considerable changes in the papers, it is understood, though eventually there naturally will be some. The papers are Republican and advocates of prohibition.

The *Express* in 1909 took over the *Advertiser*, an evening competitor, which was established in 1785. The *Press Herald* is a consolidation of the *Portland Daily Press*, established in 1863, and the *Herald*, founded on Jan. 25, 1921. The first number was issued on Nov. 21, 1921. The *Herald* was an outgrowth of the *Daily Eastern Argus*, established in 1803.

ROSS AND TEFFT BUY BANGOR COMMERCIAL

Prominent Maine Business Man and
New York Broker New Owners—
H. F. Ross Named
President

The second sale of an important newspaper property in Maine within a week became known, Tuesday, with the announcement that the *Bangor Daily Commercial* was issued on that date under new ownership and management.

The *Commercial*, an evening newspaper, is now owned and managed by Col. Harry F. Ross of Bangor and Erastus T. Tefft of New York, who purchased the stock of the J. P. Bass Publishing Company, the owners of the *Commercial*.

At a meeting of the corporation, Harry F. Ross was elected president and treasurer. Messrs. Ross and Tefft, Oliver L. Hall, who for a number of years has been editor of the *Commercial*, Frank L. Bass, its state editor, and Raymond Fellows, attorney general of Maine, are the directors. Col. Ross will serve as publisher, it was announced, and Mr. Hall will continue as managing editor.

Colonel Ross is the son of the late John Ross of Bangor, a prominent timberland owner and operator, and has been prominent in state and local Republican politics, and in business. He was a member of the legislature in 1901, served on the staff of Gov. William T. Cobb.

Mr. Tefft is a member of Tefft, Halsey & Co., New York. He has been a member of the New York Stock Exchange since 1902 and of its governing committee since 1912. He is a trustee of the Manhattan Savings Institute and director of several institutions. Mr. Tefft is a Yale graduate, while Colonel Ross graduated from Harvard University.

FALLING METEOR NARROWLY MISSES EDITOR

DENISON, Ia., Aug. 3—Willard Cramer, editor of the *Bulletin*, narrowly escaped being struck down by a falling meteor, last Wednesday, as he left the newspaper office. Sizzling hot and falling with tremendous speed the small mass of molten lava whizzed past his head and buried itself in the pavement.

He noticed a white streak shoot ahead of him and in a moment had found the meteor, the size of a walnut, buried in the street.

KLAN OFFICIAL SUES AUSTIN AMERICAN

Published Statement by Speaker at
Political Convention Basis of
Action for \$150,000 by
Wizard Evans

(By Telegraph to EDITOR & PUBLISHER)
AUSTIN, Tex., Aug. 4.—A libel suit in which the American Publishing Company, publisher of the *Austin American*, is asked to defend the statement made by Gen. M. M. Crane of Dallas before the Democratic State Convention here last September that "Evans and Simmons split \$150,000 Sucker Money" was filed by H. W. Evans, Imperial Wizard of the Ku Klux Klan in Dallas Tuesday, asking \$150,000 damages jointly against the publishing firm and Crane. If brought to trial on the accuracy of the statement the suit is expected to reveal the internal financial affairs of the Ku Klux Klan in Texas.

"The American believes that facts will show that the management acted with due care, without malice and with full responsibility, does not desire to withdraw in any way from the responsibility of having printed the item through the agency of the Associated Press, neither does it care to place the responsibility as far as the *American* is concerned, upon the speaker, Gen. Crane," Charles E. Marsh, Editor and publisher of the *American* said in a published statement immediately on notice of the suit.

"The American feels that there is considerable more latitude by custom and because of the needs of a truly democratic form of government granted newspapers in the printing as fully as possible of the public speeches of political candidates and their responsible supporters. Any other course taken by the American



CHARLES E. MARSH

would result in the production of a spineless and uninteresting newspaper and of a general political report highly unsatisfactory and uninforming to its readers."

McCLURE NAMES COMMITTEES

Picks Members of Three National Advertising Commission Groups

Members of three important committees of the National Advertising Commission—constitution and by-laws, admissions and standards of practice, and friendly relations—have just been announced by W. Frank McClure, Chicago, chairman of the Commission. George M. Burbach, advertising manager of the *St. Louis Post-Dispatch*, and vice-chairman of the Commission, will head the constitution and friendly relations committees, and Charles Henry Mackintosh, Mackintosh Advertising-Selling Service, Chicago, and former president of the Associated Advertising Clubs, will head the committee on standards of practice.

Members of the committees follow: Constitution and By-Laws: E. Allen Frost, Poster Advertising Association, Chicago; Horace C. Klein, Webb Publishing Company, St. Paul; Merle Sidener, Sidener-Van Riper Advertising Agency, Indianapolis; and G. Lynn Sumner, president, Association of National Advertisers, Scranton, Pa.

Admissions and Standards of Practice: Fred M. Randall, Fred M. Randall Company, Detroit; W. S. Ashby, Western Clock Company, LaSalle, Ill.; Jesse H. Neal, secretary-treasurer of the Associated Advertising Clubs, New York, and Frank T. Carroll, president of the Association of Newspaper Advertising Executives, Indianapolis.

Friendly Relations: E. Allen Frost, Poster Advertising Association, Chicago; Marco Morrow, president Agricultural Publishers Association, Topeka, Kansas; C. H. Handerson, Union Trust Company, Cleveland, O.

"24 Hour Value"

Were you ever "scooped in your own time" because a later paper printed the good story you were forced to crowd out?

There's a sequel

Read the back page of next week's

Editor & Publisher

The Market--Kansas

The state that raised the biggest crops in 1924—154,253,000 bushels of wheat and 137,241,000 bushels of corn, plus other big grain yields.

The state where the cash gain on wheat and corn alone is \$160,000,000 this year—one third of the increase on these two crops now reported for the entire United States.

The Medium--Daily Capital

The only Kansas newspaper that covers the entire state.

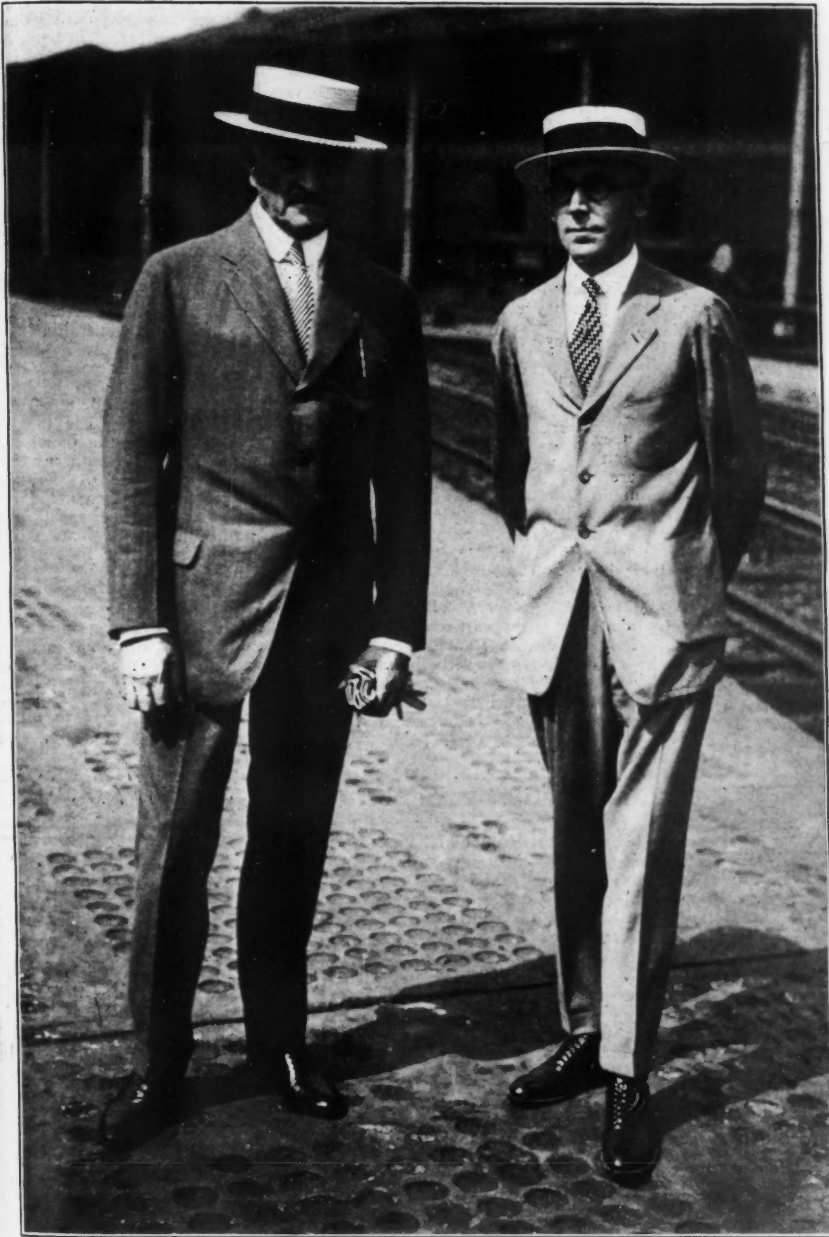
It gives co-operation of the finest kind to advertisers and has heavy coverage of Topeka and the Topeka trade territory. Circulation 36,000. Member A. B. C.

Topeka Daily Capital
Topeka, Kansas

Arthur Capper, Publisher
Marco Morrow, Asst. Pub.

America's
most complete
newspaper

The New York
Herald
Tribune



General John J. Pershing, chairman Tacna-Arica Plebiscitary Commission, and Harry W. Frantz, United Press staff correspondent, en route to South America.

Chile and Peru are making the Western Hemisphere's greatest experiment in ballots against bullets. The Tacna-Arica plebiscite is designed to solve a grave international difference of over 42 years' standing. General John J. Pershing has been chosen as the neutral chairman of the plebiscitary commission.

Harry W. Frantz, United Press staff correspondent, accompanied General Pershing to Arica and is now protecting the North and South American client newspapers of the United Press on the progress of the plebiscite. No American news writer has a deeper and more detailed knowledge of the complexities of the Tacna-Arica dispute than Frantz. His dispatches on the various phases of the long contested issue have been complimented by officials of both the Peruvian and Chilean governments.

United Press newspapers will enjoy the marked advantage of having Frantz's authoritative daily cables.

GREATEST AUTUMN TRADE IN AMERICAN HISTORY

(Continued from page 4)

forecast is for a 24 per cent increase in tobacco, the leading crop; a 54 per cent in wheat, and a 25 per cent gain in corn. These far more than offset decreases in 'Irish' potatoes, fruit and hay. Recent substantial payments to tobacco planters by co-operative marketing associations have stimulated retail and wholesale business prospects.

"Wholesale business in almost all lines is better than it was at this time last year. Department store stocks on hand were 17.2 per cent less on July 1 than July 1, 1924. A large chain clothing store has entered the city and a large chain department store is announced for Oct. 1. Most industries are in seasonal recession but the latter half of the year is expected to surpass the latter half of 1924.

"Only eight of 43 leading cities in the country surpassed Louisville in the per cent of gain of building operations for the first six months. The gain for seven months was 53.4 over last year, with 2216 new single dwellings erected in that period, as compared with 1227 the same period last year. Building prospects continue excellent. A \$25,000,000 municipal grade crossing elimination program is about to start and work begins soon on a government dam and private hydro-electric plant at the falls of the Ohio making employment prospects excellent.

"Bank clearings at the end of seven months were 11.4 per cent ahead of last year. Bank debits last month were about 18.5 per cent ahead of the corresponding month of 1924.

"Advertising schedules reflect these satisfactory conditions."—*Louisville Herald-Post Company.*

LITTLE ROCK, ARKANSAS

"With the prospect of a bumper cotton crop in Arkansas, estimated to be 238,000 bales larger than ever before, and danger from the boll weevil remote, Little Rock bank clearings of 9 millions greater than last year, continuation of a building boom and increased production in the oil fields, Little Rock merchants are buying heavier than for years, in anticipation of a big trade this Fall. The *Gazette's* local contracts and Fall lineage schedules for foreign advertising both show increases over last year." F. W. ALLSOP, business manager, *Arkansas Gazette.*

Pacific Northwest

PORTLAND, OREGON

"The wheat crop is good and prices for it are fair. The fruit yield is low, but prices are high.

"We have a big clip of wool at a good price. The lumber market is quiet. Other industries are quiet, but improvement is in sight. Unemployment is small. Retail sales are good, with excellent Fall prospects. Building permits for seven months manifest a 47 per cent increase. Bank clearings for July were 10 per cent over last July. Both local and foreign advertising volume are about the same as last year, with excellent prospects for Fall."—*Portland Oregonian.*

SPOKANE, WASHINGTON

"The Pacific Northwest is in the midst of harvesting one of the two or three most profitable crops in its entire history, with high prices prevailing all along the line. Government forecasts estimate the wheat output of Washington, Idaho, and Oregon at 82,000,000 bushels, oats 29,000,000 bushels, barley 14,000,000 bushels, potatoes 27,000,000 bushels, apples 35,000,000 bushels, hay, 6,000,000 tons. According to the Department of Agriculture, these six crops alone have a value at the farm gate of \$343,000,000 or \$136,000,000 more than the same crops had on the same date last year. Substantial

prosperity also prevails in our lumbering centers and our mining industry, which produces 40 per cent of the nation's lead, is thriving, with lead prices touching new high levels.

"The tap of the carpenters' hammer joins the click of the reaper and the sounds of axe and drill in the orchestration of prosperity. Buildings are going up in Spokane as they have not before in 12 years, while increased bank clearings and swelling postal receipts show that the step of business has quickened to this catchy tune.

"Prominent Spokane wholesalers report their customers stocking more heavily. Our own business is feeling the thrill of growing confidence. National advertising in June and July increased 27 per cent in the *Washington Farmer*, the *Oregon Farmer* and the *Idaho Farmer* over last year, while national advertising in the *Spokesman Review* and *Chronicle* has also recorded gratifying gains."—RALPH E. DYAR, Cowles Publishing Company.

TACOMA, WASHINGTON

"An industrial survey in 1924 showed that Tacoma had 260 industrial plants with 15,000 employed. The 1925 survey, just completed, showed 550 plants with 18,204 employed. The State Bureau shows a gain in the industrial payroll for the first three months of 1925 of \$1,784,852.

"Building permits for 1925 show a gain over the same period of 1924, when the record total of \$8,000,000 was reached.

"While local retail buying shows the usual normal slump, dealers are optimistic over the Fall situation.

"Crops are excellent, lumber mills are reopening and bank transactions for July, 1925, total \$76,018,000, a gain of \$6,000,000 over July, 1924. All in all, conditions indicate a prosperous Fall and Winter, with buying above normal and activity in many lines. Nothing of the boom order is to be expected."—CHARLES B. WELCH, editor and general manager, *Tacoma News-Tribune.*

West

DENVER, COLORADO

"Prosperity is cutting a new tooth in the Rocky Mountain States. A marked revival in the mining industry is noted and new oil wells with large production have been opened in Colorado. Frequent rains insure good crops and fine range for cattle grazing.

"Building permits are greater than last year. Jobbing, manufacturing and retailing are showing a satisfactory increase.

"The *Post* has broken all records for increasing in national and local display and classified advertising first seven months of this year.

"Consolidation of some banks and larger buildings for others, enlarged retail stores and new enterprises starting augur a good Fall and Winter business."—*Denver Post.*

FORT WORTH, TEXAS

"Fort Worth's trade territory conditions are exceptionally good due to recent rains, insuring a splendid cotton crop. Conditions at Fort Worth are generally excellent. Building activities are far ahead of recent years' records. Bank clearings are gaining every week.

"Local retailers' attitude is very optim-

istic and local advertising schedules are running far ahead of 1924. Every indication is that West Texas, which is Fort Worth's logical trade territory, will be in better condition this Fall than any other section of State, with every indication for the greatest business in the history of Fort Worth during the latter part of 1925."—A. L. SHUMAN, vice-president and advertising manager *Fort Worth Star-Telegram.*

SAN ANTONIO, TEXAS

"San Antonio is the center of an area suffering from the worst drought in many years and this district will produce probably one-third of its normal cotton crop, our great agricultural money crop. Fortunately this drought comes after five record-breaking productive years, and the farmers will weather it nicely. So far the trade effect in San Antonio has scarcely been felt and the bringing in of a new oil pool here probably has offset any ill effects.

"Business conditions are normal for this season with the largest bank clearings in the city's history. Savings accounts indicate the greatest money reserve among consumers ever known in San Antonio.

"The 600 industrial establishments are working full time, selling their entire output and with no shutdowns or slackening in prospect.

"Jobbers report Fall orders normal and San Antonio's 'Fall Trade Week' which began Aug. 3, has the largest attendance of retail merchants in three years.

"Retailers are buying cautiously, limiting their orders to needs in immediate prospects, but they are buying as wide a range of products as ever. The public's buying power is not apparently affected by the drought, due to sufficient credits and the excellent financial condition of territory affected. Hence no serious setback in business is anticipated. National and local advertising schedules exceed 1924."—WILLIAM MCINTOSH, publisher, *San Antonio Light.*

OKLAHOMA CITY, OKLAHOMA

"The *Nation's Business* for eight straight months lists all Oklahoma as good or fair, with no quiet spot anywhere. We interviewed twelve business men—four retailers, two jobbers, one manufacturer, two bankers, one editor, one building and loan, and one mortgage banker—and all report Fall prospects better than last year.

"Retailers are buying heavily. The crop outlook is improved by general rains and the cotton crop is better than average.

"No unemployment is noted. Building activity is ahead of last year, retail expansion is especially impressive. Farmers are out of debt and all 1925 crop money will go into trade channels. Local advertising is ahead of last year and national schedules are coming in earlier than usual."—*Oklahoman and Times.*

PHOENIX, ARIZONA

"Building permits in Phoenix for the first six months of 1925 exceed the total

CONSISTENTLY BUILDING CLASSIFIED AUGUST WEEKLY RELEASES

Schools and Colleges
School Supplies
Hunting and Fishing Equipment
Books and Magazines
Building and Contracting

AUGUST MONTHLY RELEASE

Household Goods

SEPTEMBER MONTHLY RELEASE

Real Estate
(issued week of Aug. 10th)

Clarence M. Rusk Service
For Newspapers

Harrisburg Pennsylvania

for all of 1924. One third of a million irrigated acres around Phoenix produced bumper crops of lettuce, grapes, cantaloupes, alfalfa and the fruits are already harvested. We are surpassing the crops of any previous year, and the returns to the farmer have been substantially greater. The cotton crop never looked better. The yield per acre this year will be 25 per cent greater than last year, and prospects are good for a much better price.

"Local business men point to unprecedented building, increases in bank deposits, and bumper crops as a sure barometer. National and local advertising schedules are running ten to 15 per cent greater than during corresponding months of 1924."—CHARLES A. STAUFFER, general manager, *Arizona Republican.*

HOUSTON, TEXAS

"Local harvest prospects for Houston's trade territory as a whole are not as good as last year, however, crops along the Gulf Coast, which forms a part of Houston's trade territory, are in better condition than generally.

"Industrial prosperity is indicated by negotiations now being carried on for several textile industries to be brought to Houston. The iron and foundry business, of which Houston has the honor of being first in the South, shows a constant increase. The Southern Car & Foundry Company, one of the largest in the world, has recently entered Houston. \$4,875,000 is to be spent in municipal improvements. Valuation of exports handled through the Port of Houston for the fiscal year ending June 30 was \$268,258,971, or 147 per cent increase over the preceding year.

"Valuation of building permits for the first seven months of 1925 total \$12,810,584, an increase of \$2,683,416 over the same period of last year.

"Bank clearings for the first seven months of 1925 aggregate \$943,800,489.00, an increase of \$170,265,188.00 over the same period of last year.

"Bank deposits July 25 were \$127,000,000."—*(Continued on page 32)*

More than 400 LUDLOW Matrix Faces

MORE than 400 Ludlow matrix faces are now available for Ludlow users for producing advertising and job composition. Sizes range from 6 to 60 point including light, medium, bold and extended faces, all of which are produced in slug lines without either mold or machine changes.

The beautiful Ludlow Caslon family alone includes the seven series here listed:

Caslon Light
Caslon Light Italic
Caslon Bold
Caslon Bold Condensed
True-Cut Caslon
True-Cut Caslon Italic
Caslon Old Face Heavy

We will gladly send you complete information

Ludlow Typograph Co.
2032 Clybourn Avenue
CHICAGO

Boston Atlanta
San Francisco New York

LUDLOW QUALITY COMPOSITION

EVENING HERALD

Los Angeles, Calif.
Gained 3,749 Daily Average Circulation
Sworn Government Statement, Six Months
Ending March 31, 1924, 173,549 Daily. Six
Months, Ending March 31, 1925, 177,298
Daily. Increase in Daily Average Circulation,
3,749.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6
North Michigan Ave., Chicago.
A. J. Morris Hill, 710 Hearst Bldg., San
Francisco, Calif.

BOSTON EVENING AMERICAN
 A HOME PAPER FOR PEOPLE WHO THINK

Now **2c**

*At 3¢ — Largest Evening
 Circulation in New England*

Draw Your Own Conclusions!



Use of
The PONY
MAINE

THE MOBILE REGISTER

... GUILTY: APPEAL IS TAKEN; ... U.S. SHIPS;

THE DAILY HOME NEWS

FOR A GREATER NEW BRUNSWICK

THE MACON NEWS

... sion Half Gone, Solons Have E...
... TORNEYS PRO...

Durham Morning Herald

Evolution Trial Is ...
... in District

THE BETHLEHEM GLOBE

CITY EDITION

... MANY KINDS OF TREATS
... BETTER OUTLOOK
... EVOLUTION CASE
... MUST GO ON SAYS
... JUDGE RAULSTON

The Des Moines Capital

Home

PASADENA STAR-NEWS

... SWAT KING'S
... RETURN IS

Miami Tribune

HOME EDITION

ITEMPT

REPORT
... LEADS TO ARREST
... OF STEELERS, MEN

THE TROY RECORD

AKRON BEACON JOURNAL

FINAL EDITION

... UNCOVERING OF BOULDER AT ...
... MONORAIL CITY'S FOUNDERS DRAWS LARGE CROWD

The Memphis Press

HOME EDITION

JOLIET EVENING HERALD-NEWS

YOUNGSTOWN TELEGRAM

... ROW IN CONTEMPT

THE TIMES-PRESS

BOSTON ADVERTISER

HOME EDITION

THE YORK

DISPATCH

THE DANVILLE REGISTER

THE CHATTANOOGA NEWS

Richmond Times-Dispatch

53,602

Honolulu Star-Bulletin

Last Edition

The Grand Rapids Herald

THE LORAIN JOURNAL

SCOTT AGAIN SAVED FROM DEATH ON GALLOWES

As of
NY TOPLATE
ANE

Women's Wear

News Record

THE OTTAWA EVENING CITIZEN

THE PALM BEACH POST



Utica Observer-Dispatch

SUPERVISORS PLAN ERECTION OF NEW JAIL
Board Ends Conflict

DAILY WOMAN

125308

EDITORIAL

THIS GLORIOUS LAND

NEWSPAPER men who have their fingers on the pulse beats of national business tell a remarkable story in this issue of EDITOR & PUBLISHER.

Our wonderful mother-land again yields flowing breasts to her children, thrice richly blessed. This is not prosperity, it is luxury when taken in relation to the average material comfort of the peoples of the world.

Abundant crops, in instances exceeding the yields of all previous time, and with prices which compensate both grower and seller, are everywhere in evidence. As the major portion of our wealth springs directly from the soil stimulated trading in every branch of industry is already noted. Banking conditions are excellent. Building statistics show remarkable development across the country. Merchants are stocking for a big Fall trade. Newspaper lineage records indicate a fresh flow of the very best quality of business.

There is something humorous in the message of one of our contributors who tells of a local drouth damaging to crops, but in his next breath reveals that a new oil pool has been brought in and all that is lost in a crop failure is regained by a gush of golden liquid mineral. How typical is that story of this magnificent land!

These survey statements from the States and Sister Canada ring the bell for Autumn and Winter trade, and indicate as surely as that tomorrow's sun will rise that 1925 is to be one of the banner success years of our history. They should give new strength to every willing worker in the newspaper and advertising industry. So kind and indulgent a mother as America richly deserves our gratitude, in practical terms of duty well met.

Those nine million-dollar libel suits against New York newspapers sound big, but one must live in New York to really estimate their true importance.

STRONG ARMS AROUND A LAD

ALITTLE serap of a boy. He said he was 15 years of age, yet seemed younger. There he was in convict stripes, with a short chain connecting his ankles, and a heavier chain running from that chain to his waist. Good George R. Koester, Sr., found him in a convict camp near Spartanburg, S. C., on Sunday, July 26.

Why was Good George Koester at a convict camp on Sunday when most influential people are playing golf, puzzling the meaning of comies or stuffing themselves with the breast of chicken? He is that sort of man. He teaches a convict camp Bible class, and on Monday he writes about his unfortunate pupils and sometimes, when the blind goddess has committed some particularly gross error, Good George works to get the poor boy free and started again on paths of respectability. Since he has been in charge of the *Spartanburg Sun* he has had three unjustly convicted boys set free.

"I put my arms around the lad and told him to tell me the whole story," Good George wrote in his Monday paper, of the 15-year-old convict. "He said he had been caught beating a ride on a freight train, along with two older men who had induced him to go with them. If that boy be a criminal, I am a dragon."

Mueh "fool" legal red-tape had to be unwound on Monday, but Good George had his way, and the boy escaped further degradation in the living death of chained servitude.

Good George Koester is no sentimental sob brother, nor does he wear a "high hat" in his community. A simple man, in plain clothes, he goes his way. Human kindness dominates his heart and he seeks to serve his neighbors, whether of high or low estate. Three Southern newspapers have been quickened to life and good purpose at the touch of his able hand. Good editors always have plenty to do and much to write about in large or small cities.

It takes a big mind to visualize the unseen—for instance, to comprehend and effectively cater to the common needs of the people of a city, or of a state, or of the nation.



Finally, be ye all of one mind, having compassion one of another, love as brethren, be pitiful, be courteous; not rendering evil for evil, or railing for railing; but contrariwise blessing; knowing that ye are thereunto called, that ye should inherit a blessing. I. Peter; III, 8-9.

A PRIMER FACT

NEWSPAPER advertising cannot accept responsibility for poor merchandising.

It can bring women into a department store, but it cannot make them buy what they do not want.

It can popularize a brand, and sell a trial order, but it cannot make a poor article repeat.

It can pour into the public mind the claims of an advertiser, but it cannot prevent customer disappointment if those claims are untrue.

It can be used to reach a class or the mass of a trading area, but if a merchant seeks to sell materials of class appeal he cannot expect mass results.

Every newspaper worth its salt expects the local advertiser to keep check upon his advertising results, know what his advertising is costing and yielding. That is fundamental. But results must be taken somewhat in relation to merchandising ability. A man who knows nothing of merchandising knows nothing of trade publicity. They go hand in hand.

The best advertising men we know are those who have carried a specialty salesman's satchel along Main street, have sold yard goods across the counter, spent weary nights in the "adjustment department" following a Christmas rush, bought job lots in Hester street, gone up against the steel faces of commission men in their lairs, hired and fired salesmen. Such men do not operate on theory, but from acid tested experience. They do not often go astray.

"EDITOR & PUBLISHER should not in general terms condemn press agents—some men are doing useful work. Your attacks on the fakes and frauds are justified, but you should discriminate," writes the publicity manager of a high-class corporation which does not, to our knowledge, try to bleed the press. Why put on a pinching shoe?

August 8, 1925 Volume 58, No. 11

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

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

Marlen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors

Warren L. Bassett Phillip N. Schuyler

James Wright Brown, Publisher.

J. B. Keeney, Business and Advertising Manager.

James W. Brown, Jr., Promotion Manager.

George Strate, Circulation Manager.

Associated with The Advertising World of London.

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

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

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

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

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

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

Tokio: John R. Morris, Japan Advertiser.

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

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

GREATER NEWSPAPER SEASON

WHEN Gen. Will H. Hays' little band of drummer boys have spent their last appropriated dollar in magazine, outdoor and direct-by-mail advertising and wrung the last line of free publicity from daily newspapers in furtherance of The Greater Movie Season, now in full blast, how nice and appropriate it would be to reward the patient camels.

What's the matter with a Greater Newspaper Season?

Gen. Hays, who found the pie in piety, might in all conscience do as much for the daily press as he has asked the daily press to do for the industry of which he is now called "the Little Father."

A liberal adaptation of The Greater Movie Season press agent orgy, to jazz up the newspaper business, would run about like this:

Each movie house agrees to show at each performance at least one advertisement of every local newspaper, all filming to be directed by the newspapers at the expense of the movie houses.

From ten a. m. 'till noon each day every movie musician is to parade the streets, "doubling in brass," and all movie ushers are to carry appropriate banners advertising all local newspapers, their features, advertising claims and general promotion, at the expense of the movie houses.

Each Sunday Gen. Hays' press agents will induce such local clergymen as may be "lined up" to offer prayers for the daily press.

Gen. Hays will issue a proclamation to all governors and mayors to "co-operate" by speaking or writing, or both, in behalf of the daily press.

Matinees are to be given daily for newsboys, admission free.

All magazine publishers should be visited by press agents in advance of the campaign and induced to "co-operate" by gratuitously publishing all the hand-outs advertising the newspapers, and if they are lucky and real good there may be forthcoming some "co-operative paid space", just to sweeten the pot as 'twere. It must be understood, however, that there will be no national appropriation for paid space and if any is obtained the magazines themselves must "pass the hat".

Naturally, there must be some sort of around-the-world prize contest to stir dull minds, sidewalks must be stenciled, broadsides broadcast, windows decorated, merchants induced to use their regular spaces to boost the daily press and such-like obvious press agent bobtail, all at the expense of "The Little Father's" aggregation.

There might be some way by which radio broadcasters could be "hooked up" to boost the newspaper business which is so kind with program material advertising radio advertisers.

Pooh—don't day dream in fly-time.

A New York Times' headline says much in little: "Syndicate formed here to control diammonds; Morgan reported in it; prices going up."

EASY DIVORCE PROBLEM

PROPOSING legislation to "protect" divorce litigants from publicity the *Sheboygan* (Wis.) Press asserts that "children are usually the sufferers."

All right, argue the case solely from the point of advantage of innocent children. Remove from the divorce courts the element of public scandal and divorce is made easy for countless persons who submit to their marital chains solely through fear of publicity. Just how great would be the increase of divorce cases in Wisconsin if reporters were barred by statute? Would it be ten to one, fifty to one, a hundred to one? Ask a local physician, or clergyman, familiar with the very delicate ties that bind a high percentage of American married couples under forty!

Only under uncommon circumstances is it a good thing for a child to be deprived of the natural right of both a mother's and a father's intimate association. There is a very grave question, therefore, whether divorce is a good thing for children, however beneficial or justified it may be, or seem to be, for unmated parents.

PERSONALS

WILLIAM ALLEN WHITE, editor of the *Emporia (Kan.) Gazette* has returned from the convention of the Institute of the Pacific, held recently in Honolulu.

Marcellus E. Foster, publisher of the *Houston Chronicle*, with Mrs. Foster and two daughters, stopped in New York this week following a trip to Montreal where the Fosters were the guests of George F. Steele. They left Wednesday for Tate Springs, N. C., where they will spend several days before returning to Houston.

Major Edney Ridge, publisher of the *Greensboro (N. C.) Daily Record*, has been appointed a member of the personal staff of Gov. A. W. McLean of North Carolina. Major Ridge is a world war veteran and holds a major's rank in the North Carolina National Guard.

John Laing Wise, editor of the *Buller (Pa.) Eagle*, accompanied by Mrs. Wise, is spending part of a two weeks' vacation in Deer Park, Md.

William H. Porterfield, part owner and editorial writer on the *San Diego (Cal.) Sun*, has returned from a trip to Alaska and is now planning a trip to Australia.

P. V. Cardon, editor of the *Salt Lake City (Utah) Farmer*, has been appointed a member of the experiment station of the Utah State Agricultural College, Logan.

A. C. McKinsey, editor of the *Maquoketa (Ia.) Excelsior*, has been appointed acting postmaster at Maquoketa, by Congressman F. D. Letts.

Edward H. Holden, editor-in-chief of the *Salt Lake City Tribune* and Mrs. Holden are in California on a three weeks' automobile tour.

IN THE BUSINESS OFFICE

MEREDITH S. MASON, former automobile editor of the *New Orleans States* has joined the advertising staff of the *Lakeland (Fla.) Evening Ledger*. Mr. Mason will direct automobile and financial advertising on the *Ledger*.

Howard Holmes Thomas, of the advertising department, *Johnstown (Pa.) Democrat*, has been transferred to the business office of the paper. Mr. Thomas is a son-in-law of Warren Worth Bailey, chief owner of the *Democrat*.

Orville L. Hicks, for six years a member of the display advertising staff of the *Davenport (Ia.) Democrat*, has gone to Twin Falls, Idaho, where he has purchased an interest in the *Twin Falls News*. He will be advertising manager of the publication.

IN THE EDITORIAL ROOMS

BERNARD RAGNER, of the *Paris Chicago Tribune*, with his wife and daughter is spending his vacation in the south of France.

Dave Darrach, managing editor of the *Paris Chicago Tribune*, is expected back in Paris early in August after his vacation spent in the United States.

John Bierck, assistant telegraph editor of the *Hartford Courant*, was in Paris on a visit from July 15 to 25.

Stacey V. Jones, formerly of Seattle, and lately working on the *New York Sun*, has been visiting London and Paris. He is sailing Aug. 8 for New York.

Carl C. Dennowitz, has taken up his new post as Berlin correspondent of the *New York Sun*, for which he has relinquished his post as night editor of the *Paris New York Herald*. He succeeds Lincoln Eyre in Berlin, who has taken over the position of Berlin correspondent of the *New York Times*, as already reported.

H. J. R. Tewksbury, telegraph editor of the *Portland (Me.) Evening Express and Advertiser*, recently underwent a serious operation.

Miss Elma Lawson Johnston, of the reportorial staff, *Trenton (N. J.) Times*, returned recently from a two weeks' vacation at Green Mountain House, West Wardsboro, Vt.

Miss Betty Olmstead has joined the society department of the *Trenton Times*.

Samuel Moore Jr., of Ann Arbor, Mich., a graduate of the 1925 class of Michigan University, has joined the *Trenton Times* staff.

Bruce Gould, assignment man on the *New York Evening Post*, has left for a month's vacation at Bailey's Island, Me.

Frederick H. Wright, formerly with the *International News Service*, New York, has joined the *New York Evening Post* copy desk.

Milton McKaye of the *New York Evening Post* copy desk has returned from a vacation spent in Des Moines, Ia.

Stewart Thorbahn is now assistant sporting editor of the *Atlantic City Daily Press*.

Dot Kahn, feature writer for the *Atlantic City (N. J.) Sunday Press*, and social editor for the *Evening Union*, is now writing weekly book reviews for the *Philadelphia (Pa.) Record*.

James T. Bradshaw, State Grain and Warehouse Commissioner in Missouri during the administration of Gov. Gardner, has been named political editor of the *Kansas City Tribune*, weekly.

Miss Eleanor Mosely of Westfield, Mass., has joined the *North Shore (Mass.) Breeze* as society reporter.

Joseph D. Hart, son of James W. P. Hart, publisher of the *Greenville (Pa.) Record*, received highest honors in a class of 108 high school graduates in a test for college entrance. He is courthouse reporter for his father's newspaper.

Warren Worth Bailey, Jr., is now literary editor of the *Johnstown (Pa.) Democrat*. He also conducts a "column" as the *Hired Man*.

Arch Ely, a recent graduate of the Marquette University College of Journalism, has joined the *Milwaukee Sentinel*.

A. R. Holcombe, night editor of the *New York Herald Tribune* has returned from a vacation in Nantucket.

Whitney Bolton, of the rewrite staff of the *New York Herald Tribune*, is spending his vacation in Saratoga.

Ruth Stuyvesant, fashion editor of the *New York Herald Tribune*, has returned from a vacation at Lake Willoughby.

Bert Pierce, automobile editor of the *New York Herald Tribune*, has returned from Boston, Mass., where he spent his vacation.

Forrest Davis, reporter for the *New York Herald Tribune* is spending his vacation at Nantucket, Mass.

Reginald Wilson, political reporter for the *New York Herald Tribune*, returned last month from a convalescence and vacation in Canada.

Charles S. Salomon, State courts reporter for the *New York Herald Tribune* has returned from a two weeks vacation at Hurleyville, N. Y.

Sam D. Fuson of the *New York Herald Tribune* editorial staff of the *Chicago Tribune* has returned from a vacation visit with his parents in Springfield, Mo. Mrs. Fuson will remain in the West until fall.

Herbert Updegraff of the *New York Daily* copy desk has returned from a short vacation in Canada.

Paul H. Hennegin, telegraph editor of the *Findlay (O.) Morning Republican*, and Glenn Opperman, member of the composing room force returned Sunday from a two weeks motor trip through Canada and along the Atlantic seaboard.

Shannon Cormack of the *New York Times* rewrite staff is vacationing in Bermuda.

Glenn E. Noble formerly of the *Free Press*, Mankato, Minn., has joined the staff of the *Morning Republican*, Findlay, O., taking the place of Ralph Kagey, resigned.

Helen Appleton Read, art critic of the *Brooklyn Eagle* is returning next Saturday on the S. S. Pittsburgh from a European tour.

John G. O'Brien, a member of the city staff of the Cambridge edition of the *Boston American*, is spending a three weeks' camping in the Catskills.

FOLKS WORTH KNOWING

JOSEPH G. ALDEN, editor of the *York (Neb.) Republican*, began his newspaper career as a "devil" on the *Aurora (Neb.) Republican*.



JOSEPH G. ALDEN

By dint of hard work mixed with an active enthusiasm for the newspaper business, he progressed rapidly becoming successively compositor, foreman, manager, and finally owner of the paper.

In 1917 he purchased the *York Republican*. Last year his newspaper was awarded the Nebraska cup for the best front page.

Mr. Alden's consistent work in the Nebraska Press Association was rewarded last February by his election to the presidency of that organization.

Last year he was vice-president and prior to that served for several years as a member of the association's executive committee.

HOLDING NEW POSTS

HAROLD ELLIS, editor, California Country Life Section, *Sacramento (Cal.) Bee*, to director of information for the University of California at Berkeley. M. H. Stewart, development editor of the *Bee*, succeeds Ellis.

H. H. Barman, from *Danville (Va.) Register* and T. J. Revelle, from staff, *Greensboro (N. C.) Record* to city staff, *Charlotte (N. C.) News*.

W. S. Adams, from staff, *Charlotte (N. C.) News*, to city editor, *Knoxville (Tenn.) Sentinel*.

Anthony Moiteret, from mining editor, *Sacramento (Cal.) Bee*, to *Oakland (Cal.) Tribune*.

PRESS ASSOCIATION NOTES

RAY CLAPPER, Washington manager of the *United News*, is seriously ill of typhoid fever in a Port Chester, N. Y., hospital. He was taken ill while on his vacation.

Ralph Turner, New York manager of the *United News*, is spending his vacation in Pennsylvania.

William G. Coyce, formerly on the *San Diego (Cal.) Union* and more recently staff correspondent for the *International News Service*, has gone to Jacksonville, Fla., to take charge of the Florida district for the Hearst news service.

Earl Shaub, of *Universal Service*, after covering the Scopes trial in Dayton,

Tenn., remained over for his vacation, spent chiefly in Nashville, his old home town. Corinne Rich, also of *Universal Service*, who was on the Scopes assignment, is another Tennessean who enjoys a vacation in that state annually.

MARRIED

FLOYD GONYEA, formerly of the *Milwaukee Sentinel* and now editor of the *Cudahy (Wis.) Enterprise*, to Miss Catherine Havlichek, Manistique, Mich., July 25.

Kenneth Flood, of the advertising staff, *San Diego (Cal.) Union*, to Miss Moselle Fishburn, of Carthage, Mo., Aug. 17.

CHANGES OF OWNERSHIP

J. J. STEPHENS, publisher of the *Gilmer (Tex.) Upshur County Echo*, weekly, has sold his paper to George Tucker and R. H. Laschinger, publishers of the *Gilmer Mirror*. The papers have been merged.

George Monroe White, formerly assistant night editor of the *Springfield (Mass.) Union*, has purchased the *Whitman Times* and *Plymouth County Journal*, conducted for the last 13 years by Samuel J. Burlleigh.

Willard D. Nelson, for the past three years foreman on the *Chehalis (Wash.) Lewis County Advocate*, has leased the plant of the *Bucoda Press* from C. C. Scott.

Bert Buker, for four years connected with the *Urbana (O.) Citizen and Democrat*, has purchased the *Adamsville (O.) Register*.

H. L. Hodges has sold the *Prairie Depot (O.) Observer and Branner Advocate* to D. M. Baker and George Lauden-slager, school teachers of Barberton, O.

Otterbein (Ind.) *Press*, published by the Hoopston, Ill., Evening Times Publishing Company since August, 1924, has been sold to the *Fowler (Ind.) Review*.

H. A. Sturges, for 27 years publisher of the *Beresford (S. D.) Republic*, has sold the Republic to Harold R. Carpenter of Sioux Falls. The new owner for some time was with the Associated Press office in St. Paul.

Carl Barkow, for the past two years in charge of the mechanical department of the *Banning (Cal.) Record* has bought an interest in that paper, owned by Harvey Johnson, who established it in 1908. Plans now under way call for a downtown home for the paper.

U. P. Wardrip, owner of the *Bridgeport (Wash.) Republican* from 1905 to about 1910, is again the owner of the *Republican*, having bought the paper recently from W. H. Lacey.

ON THE MECHANICAL SIDE

W. H. CARNAL has just celebrated his 21st anniversary as foreman of the *San Antonio Express* composing room. He has been an Express composing room employe for 34 years.

Waste-basket Fodder

There's none of it in the Central Press Association's COMPLETE and exclusive daily illustrated feature service. What's the use of paying money for stuff for the janitor to carry out?

It's complete, with a wide variety of choice, but there's nothing to throw away: This is why the Central Press service is valuable to such important newspapers as the Atlanta Constitution, South Bend Tribune, Buffalo Courier, Cleveland Times, Harrisburg Telegraph, Memphis News-Scimitar, Birmingham News, Davenport Times, Omaha Bee, Wichita Eagle, Emporia Gazette, Oklahoma City Oklahoman, Dallas Times-Herald, Houston Chronicle, Denver Rocky Mountain News, Salt Lake City Deseret News, Spokane Chronicle, Louisville Courier-Journal, Portland, Ore., Telegram, San Diego Tribune, Worcester, Mass., Telegram Gazette, Miami Herald, and more than 300 other dailies.

The Central Press Association

V. V. McNITT President Central Press Bldg Cleveland, O. H. A. McNITT General Manager

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

ST. LOUIS STAR PICNICS LURE CHILDREN

Four Outings In July Attracted 18,000 Public and Parochial School Students As Paper's Guests

About 18,000 children attended the *St. Louis Star's* series of picnics held at an amusement resort in this city for the students of the public and parochial schools. The city is divided into four districts, school youngsters from each being entertained at intervals at Forest Park Highlands where they are turned loose in an atmosphere of merry-go-rounds, circle swings, racer dips and ice-cream and requested to make the day one of carefree hilarity. The children bring their own picnic baskets but all accessories are provided free of charge. Invitations are to the school public in general, including those of high-school age.

The *Star* inaugurated the policy last year, taking upon itself to furnish the school children of the city with one day of juvenile joy that they might not be able to reach otherwise. Some 40,000 youngsters turned out last year during the series of four gala days, this season's attendance being somewhat less, presumably owing to inclement weather. Picnics were given this year July 7, 14 and 22 and 28.

About four days previous to the picnic date, the *Star* commences publishing coupons which are exchanged at the amusement park for tickets entitling the owner to frenzied rides of various kinds and ice-cream. Naturally, those youngsters who prefer ice-cream to the merry-go-round will set about to locate a contrarily-minded individual and attempt to engineer a trade. Chaperons from the Board of Religious Organizations are on hand to oversee the proceedings in general and to act as shock troops at the ice-cream fountain. The most serious hitch in the affair was caused by the reluctance of park officials to believe a 200-pound girl was a school kid. She finally got her mother to speak in her behalf and the near-riot was over.

WITH THE SPECIALS

E. M. BURKE, INC., New York publishers representatives, have been appointed to represent the *Elgin* (Ill.) *Daily News*, east and west.

Winnipeg Daily Free Press and the *Weekly Free Press Prairie Farmer* are now represented in Eastern Canada through their own office at 18 Wellington St. East, Toronto. C. A. Smith is manager of this office.

Bryant, Griffith & Brunson, Inc., publishers representatives, New York, have been appointed to represent the *Norwich* (N. Y.) *Sun* and the *Cortland* (N. Y.) *Standard*.

NEW PLANTS AND EQUIPMENT

RESEDA (CAL.) BANNER, of which A. E. Hartman is the editor, is installing its own printing plant.

Tustin (Cal.) *News* recently moved into its new quarters in the Knights of Pythias building. F. H. Fowler is editor.

Haleyville (Ala.) *Advertiser-Journal* has installed a new linotype machine.

Lansing (Mich.) *Capital News* has just installed the Ludlow system for display composition.

CIRCULATION PROGRESS

"Get the Money for the Papers and Subscriptions Will Surely Grow"—T. W. Campbell



T. W. Campbell

"GET the money for the papers and circulation will surely grow."

That is what T. W. Campbell, circulation manager of the *Sandusky* (O.) *State-Journal*, tells his carriers, agents, and road men.

"Service is the biggest thing in circulation," he explained, "and there is only one way a circulation manager can tell when the service is nearly perfect, and that is by watching collections.

"If collections are good, you can be sure the service is good. Poor service will show up quicker on collections than any other place.

"And a newspaper that is giving good service and making a good rate on circulation collections, is in a healthy condition and is sure to grow."

Mr. Campbell began newspaper work in 1912 as a solicitor on the old *Indianapolis Sun*. After six months there he went over to the *Indianapolis News* under J. M. Schmid where he worked three years as traveling representative. He left the *News* in 1916 to take charge of circulation on the *Richmond* (Ind.) *Item* and after one year there resigned to join the *Evansville* (Ind.) *Press*.

After a year at *Evansville*, he was transferred to the *Post* at Terre Haute, Ind., for about eight months and returned to the *Evansville Press* in December, 1919.

In 1920 he resigned to return to the *Richmond Item*, and after two years again joined the *Scripps-Howard* newspapers, circulation manager of the *Terre Haute Post*. He has the unique record of having had charge of circulation twice on three different newspapers.

He joined the *Star-Journal* in July of last year.

Lee Recovers From Heart Attack

Clayton D. Lee, who suffered a heart attack Sunday at the Lackawanna Terminal at Hoboken, N. J., and was taken to St. Mary's Hospital was sufficiently recovered to be taken to his home Wednesday. Mr. Lee was at one time president of the United Press.

FLASHES

Remember the old fashioned girl who screamed when you saw her picture in a bathing suit?—*Columbia Record*.

The farther back he sits in church, the closer up he sits at a burlesque show.—*Cleveland Times*.

We have heard thousands of them, but we can see no reason for the story to get into the news.—EDWARD HOPE in *New York Herald-Tribune*.

That accord on a program for China probably follows the usual course of assuming that what suits the rest of the world suits China.—*Indianapolis News*.

Maybe the Riffs are battling so savagely to keep the French from opening a charge account with them.—*Little Rock Arkansas Gazette*.

The Government wants to make the dollar bills last longer. Why not add a cipher to them?—*Cleveland Times*.

France doesn't need to worry so much about the increase in the German population. They have begun to make bootleg whiskey in Germany.—J. J. MONTAGUE in *New York Herald-Tribune*.

Women's clothes may be the most sensible. But a man can't drop cigaret ashes down his collar.—*Columbia Record*.

Simile for salesmen: As hard to move as straw hats the last week in July.—J. R. W. in *Milwaukee Journal*.

A wild rumor is afloat that Henry Ford is thinking of putting out a new model. It can be done. They kept at it till they made a noiseless typewriter.—*Wichita Eagle*.

The reformers spell it sincopation.—*New York American*.

ATKINS HEADS N. C. PRESS

Gastonia Gazette Publisher Elected President—Plan Mid-Winter Meet

J. W. Atkins, of the *Gastonia Gazette* was unanimously elected president of the North Carolina Press Association at the recent meeting in Asheville, N. C.



J. W. ATKINS

Other officers elected were: Lee B. Weathers, *Shelby Star*, vice-president; Miss Beatrice Cobb, *Morganton News-Herald*, secretary-treasurer; M. L. Shipman, Raleigh, historian. Members of the executive committee: J. W. Atkins, president, Miss Beatrice

Cobb, secretary; J. A. Parham, *Charlotte Observer*; H. Galt Braxton, *Kinston Free Press*; Frank Smethurst, *Raleigh News and Observer*; J. B. Sherrill, *Concord Times-Tribune*, and Charles A. Webb, *Asheville Citizen*.

It was decided to accept the invitation of the University of North Carolina to hold a mid-winter institute at Chapel Hill in January or February. The time and place of the next annual meeting were left to the executive committee.

Explosion in Brooklyn Eagle Plant

An explosion of silver waste occurred Wednesday in the acid room of the photo-engraving department of the *Brooklyn Eagle*, setting fire to two packing cases. Smoke and fumes drifting into the photo-engraving department drove back seven employees who tried to enter the acid room with fire extinguishers. Damage to the plant was slight, and work in other departments of the paper was not interrupted.

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER

New York

and

ADVERTISING WORLD

London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their representative fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page \$280.00 per insertion
Half Page 145.00 per insertion
Quarter Page . . . 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher

1700 Times Building
Broadway at 42d St.
New York, N. Y.

Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World

14 King Street
Covent Garden, W. C. 2
London, England

Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Fiction

"STORIES"

Lewis Wilson Appleton, Jr.,
2044 Margaret St., Philadelphia, Pa.

SYNDICATES

TAKE ADVANTAGE OF THIS DIRECTORY AND LIST YOUR FEATURES

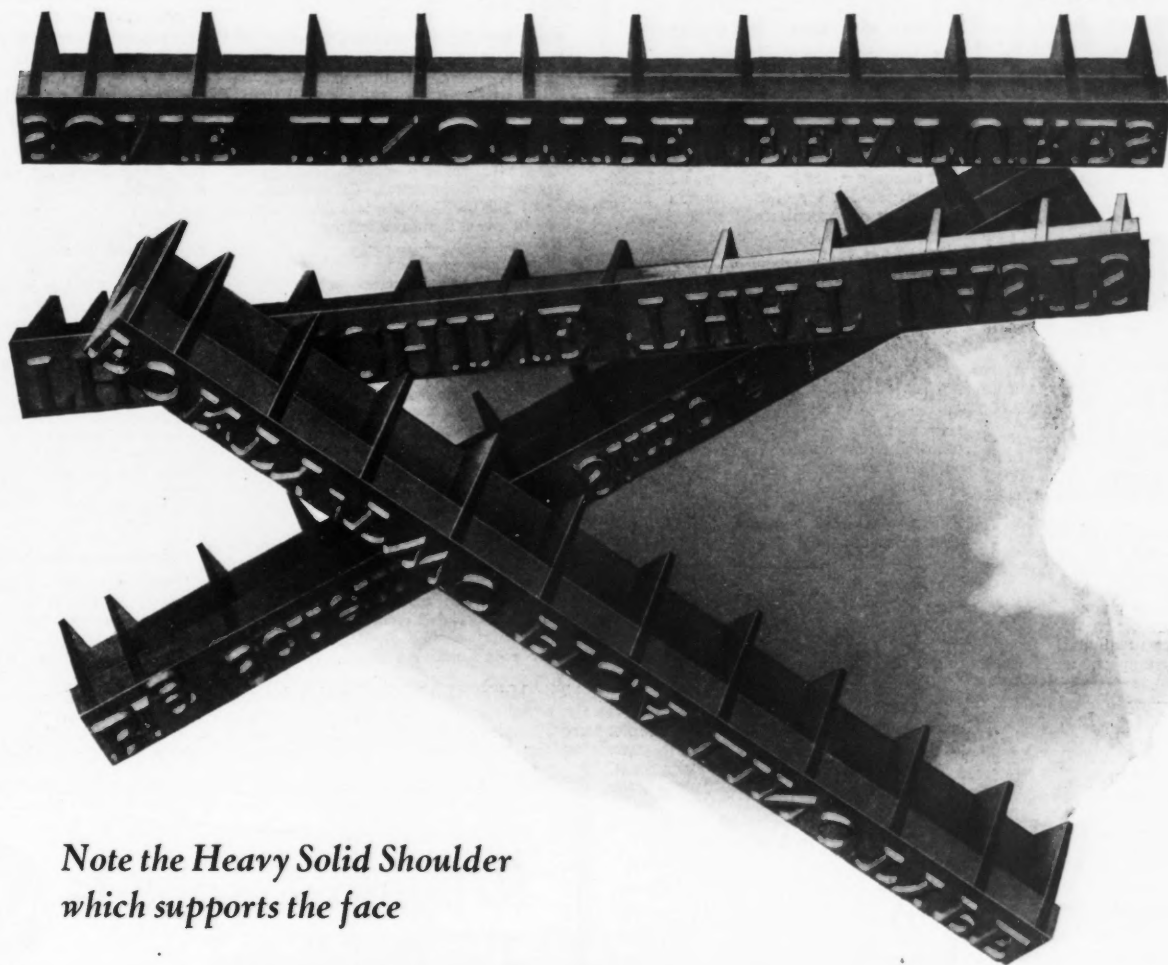
Radio

FOR LARGE AND SMALL PAPERS

A non-technical, weekly radio review

By CARL H. BUTMAN

Washington Radio News Service
1422 F St. Washington, D. C.



*Note the Heavy Solid Shoulder
which supports the face*

LINOTYPE SLUGS

Withstand Dry Mat Pressure

Linotype display slugs combine great strength and rigidity with light weight. The face is supported by a solid shoulder a quarter of an inch thick which will stand up under any stereotyping or electrotyping process.



MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

WITH THE GENERAL ADVERTISERS

Three Nationally Advertised Products Now with One Firm—General Motors Earns \$8.19 a Share—Guenther New Onyx Hosiery President

THREE nationally advertised products, Hinds Honey & Almond Cream, Pebecco and Lysol, are now under the direction of one company following the formation of Lehn & Fink Products Company, New York. The new firm has acquired all the stock of the A. S. Hinds Company, Portland, Me., and Lehn & Fink, Inc., New York, which owns the entire stock of Pebecco, Inc., and practically all of the stock of Lysol, Inc.

The Hinds Company was organized more than 50 years ago. Lehn & Fink, Inc., was founded 51 years ago. Edward Plaut, for the last five years president of the latter firm will head the new company. The manufacturing of Hinds products will be transferred from Portland to the Lehn & Fink laboratories at Bloomfield, N. J.

The cash purchase price of the Hinds and Pebecco trade names and good will was valued at \$6,214,421. Large national advertising schedules will be used to push the new firm's products, it is reported. At the present time more than \$1,250,000 is being spent annually in advertising, displays, samples, and other selling methods.

Cluett, Peabody & Co., Inc., reports net income of \$1,013,339 for the half year ended June 30, against \$1,027,662 in the same period last year. This compares with net profits of \$1,027,662 earned in the same period last year, equal to \$4.10 a share on the 180,000 shares of common stock outstanding at that time.

The General Motors Corporation earned \$46,082,236 after all charges,

during the first six months of this year. After payment of dividends on preferred and debenture stocks there was \$42,262,465 available for the common stock. This was equivalent to \$8.19 a share.

Earnings this year are remarkable in view of the fact that the corporation has consistently reduced prices of its cars. It sold 389,227 cars and trucks to dealers during the half year, as against 353,308 in the first half of 1924.

The Remington Typewriter Company, for the half year ended June 30, reports net profits of \$1,036,209, after all expenses and reserves for depreciation, taxes, interest and other reserves. This compares with net profit of \$762,553 in the same period last year. The company reports that domestic business shows some improvements, and that foreign sales continue good.

Moto Meter Company, Inc., reports its sales of Boyce Moto meters in July were 35½ per cent ahead of July, 1924, and 23½ per cent ahead of July, 1923, setting a new record for July sales.

The G. R. Kinney Company, reports gross sales of \$1,189,911 for July, against \$1,072,241 in the same month last year, a gain of \$117,670 or 10.9 per cent. For the seven months ended July 31, the company reports gross sales of \$9,579,472, against \$8,772,264 last year, a gain of \$807,208 or 9.2 per cent.

The interest of Joseph H. Emery, president of Onyx Hosiery, Inc., has been bought by Paul Guenther, vice-

president and treasurer. Mr. Emery will retire and will be succeeded by Mr. Guenther.

Ross McKinnon, who has been general sales manager of the Chevrolet Motor Company, Ltd., Toronto, has been appointed to direct the sales and distribution of Oakland cars.

The Hayes Wheel Company, Jackson, Mich., reports a net profit, after charges, for the first six months of 1925 of \$880,378. This is an increase of \$464,148 over the first half of 1924.

The Ajax Rubber Company, New York, tires, reports sales amounting to \$9,696,213 for the first half of 1925. This is a gain of \$2,385,108 over the sales for the same period in 1924. Net profits, after charges, for the six months ended June 30 were \$262,394 against \$143,517 for the same period in 1924.

Directors of the Great Atlantic and Pacific Tea Company are contemplating, retiring the \$12,000,000 preferred stock now outstanding, it was reported in Wall Street this week.

The Corona Typewriter Company reported on Wednesday, a net income of \$179,300 for the first half of 1925, after all expenses and reserves. After allowing for preferred dividends this equalled \$6.99 a share earned on 19,065 shares of no par value common stock.

The Murray Body Corporation for the six months ended June 30, 1925, reports gross profits of \$1,101,608. After allowing for all deductions, except reserves

for estimated taxes, the company reported net income of \$499,726.

Directors of the Coca-Cola Company, according to reports, will authorize the retirement of the balance of the company's 7 per cent. preferred stock still outstanding in the hands of the public, and it is expected also that the common stock will be ordered split into smaller units by issuing four shares of new no par value stock for each share of stock now held.

The Lee Rubber and Tire Corporation reports net profits of \$152,685 for the second quarter, which compares with a net loss of \$39,348 in the same period of last year. Net sales totaled \$3,584,187. The jump in earnings does not reflect the recent increase in tire prices.

Truck tire sales were 260 per cent. greater than in the corresponding quarter of 1924. The company's solid tire department has sufficient orders on hand to keep it operating at capacity to Oct. 1. The Lee plant at Conshohocken, where the pneumatic tires are manufactured, is to increase its production schedule today.

Newspaper Man's Will Contested

Legal steps have been taken to break the will of David Griswold, city editor of the *Racine* (Wis.) *Journal*, who killed himself last month. The estate, worth about \$20,000, was bequeathed to Joseph Steinhauer of Madison and his wife Eleanor and Edith Hoyer of Racine. The objection to the will is made by Mrs. Marion Griswold Malsch of Racine, a sister of the late editor.

Enraged Public Wreaks Vengeance on Erring Editor



An Editor out in the
 (Open spaces)
 Was lynched and his paper
 (prevented from appearing)
 It seemed that the
 (awkward fellow)
 Left a Glimerick
 (Not in)
 By way of conducting a
 (trial)

This distressing affair is recounted as a warning rather than a threat. For Glimericks are habit-forming like comic strips and certain beverages. They are the most original form of clever versification (100 per cent pure nonsense) that has struck America in a decade.

Glimericks, now running in fifty American newspapers, have spread to England, Australia, South Africa and India, where both book and serial publication have been eagerly sought.

Tie up now with the real Glimerick. Don't wait to trail with a limping imitation.

For Details Wire

Current News Features, Inc.

Star Building

Washington, D. C.

Religion Responds To Publicity



There is nothing that responds so quickly to publicity as religion.

From the address of E. P. Beebe, Assistant Treasurer, Iron Age Publishing Company, New York, before the Church Advertising Conference, Houston Convention, Associated Advertising Clubs of the World.

The most efficient medium for church advertising is probably the newspaper,

said William N. Bayless, Advertising Agent of Cleveland, Ohio, at the same conference.

The Church Advertising Committee of the Associated Advertising Clubs is cooperating with the local Advertising Clubs in the United States in the organization of groups within the Clubs to assist the churches to use newspaper advertising more effectively and more often.

There is a field here for every newspaper. Talk to your local Advertising Club president about it, or address

Associated Advertising Clubs

383 Madison Avenue
 New York, N. Y.

ADVERTISING AGENCY AFFAIRS

Three Coast Agencies Combine—Woman Opens Agency in San Antonio—Bauerlein, Inc., Announce Banana Campaign in 5 States

L. S. GILLHAM, of the U. S. Gillham Company, Los Angeles advertising agency, has announced the affiliation of his agency with the K. L. Hamman advertising organization of Oakland and the Johnson-Ayres Company of San Francisco. He states that both the Los Angeles and Salt Lake City offices of the L. S. Gillham Company are affected. K. L. Hamman of Oakland is the owner of both the Hamman Company of Oakland and the Johnson-Ayres Company of San Francisco.

The three agencies forming the new combination handle the advertising for public utility, transportation, financial and industrial concerns on the Pacific Coast.

Mrs. Thelma Gaines has opened an advertising agency at San Antonio. For the present she is specializing in local service accounts, but has announced her intention later to handle national advertising. She formerly was connected with Frost Bros., a women's wear store.

The Taximotors Service Corporation, Inc., of New York City, has placed its advertising account with the Hicks Advertising Agency, New York.

The Fruit Dispatch Company, Standard Fruit and Steamship Company, and Cuyamel Fruit Company, whose fleets ply between New Orleans and tropical points, are uniting in a campaign, the key note of which will be: "Yes—Bananas, the Body-BUILDER."

The campaign, which is being handled by Bauerlein, Inc., advertising agency of New Orleans, begins in October. The country will be covered sectionally. Five states, Illinois, Indiana, Iowa, Missouri and Wisconsin will be the first scene of operations. The appeal will be through newspapers, billboards, menu books, and a variety of original "dealer-helps."

The Lesan-Carr Advertising Agency, with headquarters in St. Petersburg, Fla., will handle the advertising for the Growers' Sales Company, a new marketing organization for Florida citrus fruits.

Herbert C. Lyon has joined James F. Newcomb & Co., Inc., direct advertising, New York. He was formerly advertising manager of the International Confectioner and on the staffs of Frank Seaman, Inc., O. J. Gude and Poster Advertising Company.

Andrew Coburn, who has been with Williams & Cunningham, Inc., for the last five years both in the New York

and Chicago offices, has joined the Kling-Gibson Company, Chicago advertising agency. Mr. Coburn was vice-president of Williams & Cunningham. He also was formerly with the Wm. H. Rankin Company.

C. B. Wakeley, with the Southwestern Advertising Company, Dallas, Tex., for the last six years, has been advanced to the position of director of the petroleum division.

Edwin Verrall has joined the staff of Russell T. Gray, advertising, Chicago. He recently conducted an industrial advertising service of his own at Chicago, and was formerly for some years with the McGraw-Hill Company.

Clarence A. Buyer has joined Dade B. Spstein, Chicago advertising agency, as solicitor and contact man. He was formerly with the advertising department of the *Chicago Tribune*.

Jesse Matteson, of Matteson, Fogarty, Jordan Company, Chicago, who was a captain, serving in France during the war, recently guided a party, including his wife and their daughter, and Mrs. William A. Curley and her two daughters, through the battlefields at Verdun, Soissons and the Argonne. Mrs. Curley is the wife of the managing editor of the *Chicago Evening American*.

J. J. Finley has joined the staff of Aubrey Moore, Inc. He has worked formerly with Arnold Joerns Company and Charles Daniel Frey, Chicago.

J. S. Moss, advertising manager of the Canadian Liquid Air Company, Ltd., Montreal, for the last eight years, has started an advertising business of his own in Montreal. He will continue to handle the advertising of the Canadian Liquid Air Company.

Miss Edna Colladay Pierce, formerly advertising manager of the American Entertainment Institute, and later, Educational dramatic consultant for *Pictorial Review*, recently joined the staff of the Hicks Advertising Agency, of New York City, as an account executive.

Milton Biow, New York advertising agent and Mrs. Biow sailed on the Berengaria, Aug. 5, to spend a month in London, Paris and Switzerland.

New California Tabloid

W. K. Barrett has launched a four-page evening tabloid at Hawthorne, Cal., the *Daily Leader*.

The Fisherman Who Cussed and Quit



Once there was a fisherman who knew his line. And his hooks and equipment were the real stuff. He said: "If this doesn't get 'em, they are nailed to the bottom." There were plenty there all right, but they stayed in the river. All he really needed for success was a little information on where the fish hung out and their favorite form of diet. But the fisherman didn't know. He just cussed and quit and blamed it on the river.

Many an advertiser would have gained far richer results from the South had he known more about its reading and buying habits. A little study of circulation figures would have shown him that you can't reach the South through magazines alone.

Magazine circulations are comparatively small in the South. Newspapers are rela-

tively more important. These are facts borne out by cold figures. The Southerner reads his daily paper from Weather Report to Want Ads. No hasty scanning of headlines. The newspaper advertiser gets full benefit—and rates are lower in the South.

Always potentially rich in its vast natural resources, the New South is rich in fact. Prosperity is here to stay. Each year finds a multitude of new buyers with money in their hands, waiting for the sales message to reach them. It can reach them in newspapers.

The Southern Newspaper Publishers' Association at Chattanooga, Tennessee, will gladly furnish definite information on the South as a market for your product. Write to them or to any of the newspapers listed below.

These Newspapers Furnish the Most Thorough and Economical Means of Reaching 10 Great States

- | | | |
|--|---|--|
| ALABAMA
Anniston Star
Birmingham Age-Herald
Birmingham News
Huntsville Times
Mobile Item
Mobile Register
Montgomery Advertiser
Montgomery Journal
Opelika News | Atlanta Journal
Augusta Herald
Columbus Ledger
Moultrie Observer
Savannah News
Thomasville Times-Enterprise
Waycross Journal-Herald | Raleigh Times
Rocky Mt. Telegram
Salisbury Post
Winston-Salem Sentinel |
| FLORIDA
DeLand News
Fort Myers Press
Gainesville Sun
Jacksonville Journal
Jacksonville Times-Union
Lakeland Star-Telegram
Miami Herald
Miami News
Orlando Reporter-Star
Orlando Sentinel
Palm Beach News
Santord Herald
St. Augustine Record
St. Petersburg Independent
St. Petersburg Times
Tampa Times
Tampa Tribune
West Palm Beach Post | KENTUCKY
Paducah Sun | SOUTH CAROLINA
Charleston News & Courier
Columbia Record
Columbia State
Rock Hill Herald
Spartanburg Sun
Sumter Item |
| LOUISIANA
Baton Rouge State-Times
Lafayette Advertiser
Lake Charles American Press
Monroe News-Star
New Orleans Daily States
New Orleans Item-Tribune
New Orleans Times-Picayune
Shreveport Times | MISSISSIPPI
Greenwood Commonwealth
Gulfport & Biloxi Herald | TENNESSEE
Chattanooga News
Chattanooga Times
Clarksville Leaf-Chronicle
Columbia Herald
Greenville Democrat-Sun
Knoxville Journal
Knoxville Sentinel
Memphis Commercial Appeal
Memphis Press
Nashville Banner |
| GEORGIA
Albany Herald
Atlanta Constitution | NORTH CAROLINA
Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Tribune
Elizabeth City Advance
Fayetteville Observer
Gastonia Gazette
Greensboro News
Henderson Dispatch
Hickory Record
Kinston Free Press
Raleigh News & Observer | VIRGINIA
Clifton Forge Review
Danville Bee
Danville News
Danville Register
Fredericksburg Daily Star
Lynchburg Advance
Lynchburg News
Richmond News Leader
Roanoke Times
Roanoke World News
Staunton Leader
Staunton News-Leader
Winchester Star |
| | | VIRGINIA-TENNESSEE
Bristol Herald-Courier
Bristol News |

Knute Rockne denounces VISUAL FOOTBALL offer

TELEGRAM

VISUAL TEXT SALES CO., Los Angeles, Calif.

As a personal favor I allowed you to take some moving pictures for use in colleges and high schools. Kyle Wynne, Professor LaPorte, Coach Henderson and Leo Ward are witnesses to fact that you agreed absolutely to foregoing purpose. Stop your deal with Audio Service at Chicago. Hurts me very much and you must retract immediately or I will sue to the limit of my pocketbook. I consider this deal very rotten and base ingratitude.

Knute Rockne

December 18, 1923, Knute Rockne signed an exclusive contract with

THE CHRISTY WALSH SYNDICATE

which contract runs to 1930

17 EAST 42nd ST., NEW YORK CITY



"Sell it South Through Newspapers"

RICHARD LEE, DEAN OF SHIP NEWS MEN DEAD

Veteran Associated Press Man Covered New York Harbor and Its Ships For 47 Years—Began in 1878

Richard Lee, veteran Associated Press ship news reporter, known to thousands of ship captains from all ports of the world, died at his home in Rosebank, Staten Island, Aug. 4. He was 71 years old, and had boarded ships entering the Port of New York since Jan. 1, 1878.

Mr. Lee was taken ill early in June. Dr. George Mond, who attended him, said the veteran ship news reporter died of general septic poisoning resulting from an infected tooth. Mr. Lee enjoyed a hardy constitution and was accustomed to braving all kinds of weather. Three years ago he scouted the idea of having an assistant, and also refused to accept a pension. He had never had a day's illness in his life and felt himself immune from the ordinary maladies.

During his 47 years at Quarantine, Mr. Lee had seen the sailing ships disappear before steam vessels, and watched the development of shipping to its culmination in the huge and palatial liners of the present time. He saw all the crack Atlantic liners of the earlier days when there was real racing between competing lines. He saw the changes in the New York skyline as towering skyscrapers rose above the streets above the Battery.

He was born in Ireland and came to America when he was 13 years old and lived with his parents in Boston and then came to New York. He started as marine reporter for the *New York Herald*, Jan. 1, 1878, when the trip to the steamships at Quarantine had to be made in a rowboat.

From the *Herald* Mr. Lee went to the *New York Associated Press*, which later became the *Associated Press*, and had remained with that organization ever since, working seven days a week. He always wore a blue serge suit and yachting cap and with his bronzed face and neatly trimmed iron gray beard looked like a deep sea mariner. He is survived by his wife and two sons, Richard Lee Jr. of Boston and Charles Beresford Lee.

EDWARD R. PADGETT

Baltimore Sun Sunday Editor Dies of Heart Attack

Edward Riddle Padgett, Sunday Editor of the *Baltimore Sun*, died suddenly Aug. 3rd on reaching his apartments after a day spent in work at the office.

Heart disease was the cause of death. It is supposed that the attack was brought on by over-exertion in swimming in the pool of the Baltimore Athletic Club.

Forty-three years old and of sturdy frame, Mr. Padgett seemed in the best of health until less than an hour before his death.

Mr. Padgett was born in Washington and, after completing his secondary schooling, went to St. John's College, Annapolis, graduating in 1904. He then went to the University of Pennsylvania for graduate work.

He began his newspaper career in Cincinnati and was successively Sunday editor of the *Cincinnati Enquirer*, the

Washington Star, the *Detroit News*, the *Baltimore American* and the *Baltimore Sun*.

During the war he was a captain in the military intelligence section of the army and was stationed in Washington.

Obituary

ANDREW PATRICK KEHOE, 57, for the past two years editor of the *Comfort (Tex.) News*, died recently at the Fort Sam Houston hospital.

HOWARD LEE BERGAN, 57, for many years with the advertising departments of the *St. Louis Star*, *St. Louis Post-Dispatch* and *Times* and for the past two years business manager of *Apropos*, publication of the Auto Club of Missouri, died from a paralytic stroke at his home in St. Louis.

MRS. EMILY GRANT VON PETZEL, music critic and formerly assistant editor of the *Musical Courier* and on the staff of the *New York Telegram* and *Theatre Magazine* died at the home of Countess Argilagos in New Rochelle, N. Y., last week.

JAMES ROBBINS, mechanical superintendent *Sacramento (Cal.) Bee* and an employe of that paper for more than 30 years, died at his home in Sacramento recently following a lingering illness. Robbins installed the first linotypes used by a Sacramento paper when he jointly installed machines for the *Sacramento Bee* and *Sacramento Union* 35 years ago.

ROBERT G. WEISELL, 61, a publisher for four decades and editor of the *Adams County Free Press* 25 years, died July 31, in his home in Corning, Ia.

EDWIN CLARENCE ROBERTSON, 69, of Hinsdale, N. H., president of the Robertson Company, of Hinsdale, died Aug. 1, in Springfield, Mass. Mr. Robertson was a former vice-president of the National Pulp and Paper Manufacturers Association.

MR. AND MRS. FRANK J. CORY died July 26, in a Hullon, S. D., hospital as a result of injuries sustained when their car was struck by a passenger train at Iroquois, S. D. Mr. Cory, who was 60 years old was a pioneer newspaper man of the state and at the time of his death was editor of the *Beadle County Courier-Herald*.

CARL T. SEELLEY, for 16 years publisher of the *Madison (Neb.) Chronicle*, and since 1904 connected with the *Missoula (Mont.) Missoulian*, died at Long Beach, Wash., recently.

E. A. GERRARD, 91, founder of the *Monroe (Neb.) Looking Glass*, died at Monroe, July 24. The late Mr. Gerrard served as postmaster at Columbus, Neb., under President Hayes.

Plans New Florida Paper

Kent Watson, formerly connected with the International News Service, has announced that he will start publication of the *Miami Beach (Fla.) Beacon*, an independent weekly, in August.

NEWSPAPER CAMPAIGN URGED FOR FARMERS

Success of California Fruit Growers Sustained Campaign Told American Institute of Cooperation—Spending \$1,000,000 Annually

Extensive use of newspaper advertising by farmers was advocated in address before nearly 200 members of the American Institute of Co-operation Tuesday, July 28, at the University of Pennsylvania.

W. B. Geissinger, Los Angeles, assistant advertising manager of the California Fruit Growers' Exchange, told of the success newspaper space has had in helping the agriculturists of the State market their products.

In California, growers of citrus fruit have built a sales organization which markets annually 40,000 cars of oranges, 10,000 cars of lemons, and 500 cars of grapefruit.

"In the marketing of this production," said Mr. Geissinger, "the exchange spends annually over \$1,000,000 in advertising alone. Today, the California citrus industry represents a planting of over 250,000 acres covering 400 square miles and reaching from Sacramento on the north to San Diego, the southernmost extremity of the state. The industry represents an investment of approximately \$300,000,000 and in a normal year ships to the consuming centers of the United States and Canada 65,000 carloads or 26,000,000 boxes of citrus fruits.

"Co-operative marketing, systematic distribution, and advertising are chiefly responsible for the remarkable growth of the citrus industry."

"When the California Fruit Growers Exchange was founded the number of associations comprising it produced only 32 per cent of the state's crop of citrus fruits.

"During the 18 years of Sunkist adver-

tising a total investment of approximately \$6,000,000 has been made, the gross sales have aggregated \$800,000,000. This expenditure, therefore, represents an investment averaging 3/4 of 1 per cent of the gross sales. Sunkist advertising is not primarily competitive. Its big purpose is to increase the demand for oranges and lemons whatever their source or grade."

Editors Urge State Advertising

A state-wide advertising campaign for Missouri was recommended by members of the Northeast Missouri Press Association at their mid-summer meeting in Lancaster, Mo., last week and resolutions were also adopted urging a comprehensive state building program, endorsing the western waterways channel project and further co-operative endeavor between country and town. Macon was selected for the January session of the organization.

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

No one disputes that fact. But do

You Know

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

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

Vanderbilt

means
Newspapers
Clean Enough
For Every
Home!

Where do you want your advertising to go?

"FIRST IN PUBLIC SERVICE"

The World.

The World and the Evening World have a combined circulation daily, of 750,000 for \$1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The World

Pulitzer Building, New York
Mallers Bldg. General Motors Bldg.
Chicago Detroit

Measure service
by provea results.
Get our facts—
then decide

THE BASIL L. SMITH SYSTEM, Inc.

International Classified Advertising
Counsellors

Packard Bldg. Philadelphia

Palmolive Soap

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

The
Washington
Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH
New York City—Boston

G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

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.

In New Orleans It's
THE MORNING TRIBUNE
(Published week-day mornings)
THE NEW ORLEANS ITEM
(Published week-day afternoons)
THE ITEM TRIBUNE
(Published Sunday mornings)

Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

CLINE CAPTURES OHIO

THIS WEEK

CLEVELAND NEWS-LEADER

purchased

20 Multiple Roll Stands (Reels)

and

8 Two-Motor Full Automatic Control Drives

For their New HOE Unit Type Presses

—following shortly after

the purchase by

CINCINNATI ENQUIRER

of

16 Multiple Roll Stands (Reels)

and

5 Two-Motor Full Automatic Control Drives

For their New GOSS Unit Type Presses

*Indisputable Recognition of Cline
Reliability, Quality and Service*

CLINE ELECTRIC MANUFACTURING Co.

NEW YORK CHICAGO



SAN FRANCISCO

GREATEST AUTUMN TRADE IN AMERICAN HISTORY

(Continued from page 20)

587,714, an increase over the same period of last year of \$22,361,488.

"The retailer's attitude this year, while not exactly optimistic, is not pessimistic either. They are looking forward to about the same business they had last year.

"Local advertising for the first seven months of this year shows a gain of over 10,000 inches, while national advertising shows a small decrease for the first seven months. Indications for national advertising for this fall, however, are very good and 1925 will undoubtedly end with a bigger record than 1924."—Steve Kelton, national advertising manager *Houston Chronicle*.

Canada

MONTREAL, P. Q.

"The Province of Quebec field crops for 1925 show an increase of \$50,000,000 over 1924. It is the prediction of an official of the Quebec Department of Agriculture that the 1925 harvest will be bountiful. The Minister himself believes that the crop will reach a total value of \$200,000,000. Local manufacturers and wholesalers claim that advance fall orders up to the present exceed those presented at a similar time last year by a considerable amount.

"Building permits from January to July, 1924, were \$14,170,780; for the entire year 1924, building permits were \$31,013,419. Building permits from January to July, 1925, were \$14,582,567.

"It is quite safe to say that there will be a decided increase in display and classified advertising, local and national, over 1924.

"For the fourth successive year Montreal again carried off the palm as the greatest exporting seaport in the world. No North American port, even those favored with 12 months open navigation, has ever approached the figures for grain handling reached by Montreal in its 7 months' season for 1924—165,139,399 bushels received and 159,159,688 bushels shipped.

"According to official figures from the Tourist Bureau in Montreal, it is estimated that American tourists are spending at the rate of \$550 per minute in Montreal stores during the active tourist season.

"It is estimated by the Provincial Government that there will be an increase of 15,000 pleasure automobiles in use in the Province of Quebec over last year. Total registrations for 1925 are estimated at 100,000.

"Thirty-eight Canadian trust companies increased their assets in 1924 from \$979,000,000 to \$1,059,000,000 during 1924. Estates under administration advanced from \$875,000,000 to \$949,000,000 and guaranteed accounts from \$55,000,000 to \$61,000,000. Net profits are increased from \$2,331,430 in 1923 to \$2,680,771 in 1924.

"Over \$5,000,000 will be spent in maintaining, improving and constructing new highways in the Province during 1925. At present the Province has 2,586 miles of Provincial highways, a net total of 44 highways linking up with the main roads of the United States and the sister Provinces through the East and West.

"In order to give the residents of Montreal additional service the Montreal Light, Heat and Power Cons. is constructing 50 miles of additional gas mains.

"The *London Statist* estimates American business will invest \$700,000,000 in Canada during the year 1925. Should this be verified, the amount of United States investments in Canada will approximate \$3,200,000,000 by the end of the year, which will be substantially greater than the total British investments. —JOHN P. GALLAGHER, business manager, *La Presse*.

WINNIPEG, MANITOBA

"Fall business prospects for Winnipeg and Western Canada are largely influenced by the prospective cash return from the annual harvest. The *Winnipeg Free Press* maintains continuous expert inspection of the Western Canada crop. While it is still too early to make definite estimates, all reports to date indicate that Western Canada will harvest better than an average crop over its whole vast area, with indications that prices for wheat and other commodities will remain on a profitable basis to the farmer. In short, Western Canada prospects for fall business are exceptionally good, after continuous postponement since pre-war days.

"The Hudson Bay Company announced July 31 its immediate intention of starting construction on projected \$5,000,000 new department store building in Winnipeg, concurrent with the decision of the Winnipeg City Council to proceed with construction of a new arterial downtown street.

"The *Free Press*, referring editorially to these announcements, says that they 'take one back to the pre-war days when Winnipeg was doing things. It presages the ushering in of a new era of prosperity. It means that we are decisively around the corner, on the way to a fresh period of expansion. This evidence of confidence will have far-reaching effects around Winnipeg and throughout the West.'

"Winnipeg building figures for the first half of 1925 totalled \$2,410,440, an increase of 36.4 per cent over the first half of 1924.

"Winnipeg bank clearings for the first seven months of 1925 totalled \$1,408,221,000, compared with \$1,344,572,000 in the same period of 1924.

"Local retail conditions show a slight improvement in credit and collection conditions are much better. Winnipeg and Western Canada are confidently expecting a prosperous fall season which the newspapers expect to be reflected in increased advertising schedules."—BRUCE CAMPBELL, *Winnipeg Free Press*.

ALL FOR PUBLICITY

Police Chief and Detective Conspired to Kidnap Mary, It Is Testified

Further testimony in support of the defense contention that the whole Mary Pickford kidnaping case was nothing but a publicity scheme was presented at Thursday's session of the trial of Charles H. Stephens, Claude Holcomb and Adrian Wood on charges of plotting to carry off the film star and hold her for \$200,000 ransom. The defense made it clear that Mary Pickford was not involved as a publicity plotter.

The men who plotted for prominent mention in the news of the day, counsel explained were George K. Home, former chief of detectives in the Los Angeles Police Department, and Larry Raymond, a private detective.

WHAT'S WHAT IN THE FEATURE FIELD

**McNaught Syndicate Takes Over William T. Ellis' Weekly Bible Lesson—
Knute Rockne Signs With Christy Walsh—Tommy Ryan
Writes for King Features**

The McNaught Syndicate announced this week it had taken over the syndication of the weekly Bible lessons written by William T. Ellis of Swarthmore, Pa. The feature has been handled over a period of years by Mr. Ellis himself, and is running in a large number of newspapers.

Leslie Fulenwider, president of the Famous Features Syndicate, New York, is in the middle west on a business trip.

Christy Walsh of the Christy Walsh Syndicate, New York, announced this week that Knute Rockne, football coach of Notre Dame University had signed a five-year contract to write football features for his syndicate.

Tommy Ryan, champion boxer, has written "My 20 Years As A Champion" for King Features Syndicate, Inc., New York.

Thomas J. Sherman, writer for Newspaper Feature Service of New York, leaves for a short European trip Aug. 10. On that day Miss Winifred Vanduzer of the same syndicate returns from her vacation.

Headed by Miss Helen Ufford of Premier Syndicate, Inc., and Dr. Chas. A. L. Reed, former president of the American Medical Association and writer of "Secrets of Health and Success" for King Features Syndicate, a company of artists and authors are touring Europe. Miss Ufford and Dr. Reed left New York last week on the De Grasse of the

French Line. Other writers who have left or are leaving are Misses Margaret deCordoba Sandville, Peggy Sand and Lea Josephson of Newspaper Feature Service.

New Electrotype Firm

The American Electrotype Company, Inc., was launched in New York, Aug. 3. The new company, of which H. S. Musgrave is president and general manager, took over the entire machinery and plant of the Manhattan Electrotype Company.

Nearly six million lines ahead

In seven months of this year The New York Times published 15,344,228 agate lines of advertising, 5,817,838 lines more than the next New York newspaper and a gain over the corresponding period of 1924 of 522,408 lines.

CIRCULATION

Daily	City	34,990
Sunday	City	34,184
	Suburban (50 Mi.)	
Daily		13,776
Sunday		13,863
	Total	
Daily		54,523
Sunday		54,173

The Dallas Times Herald

1st —In Dallas
—In the Heart of Texas
—In Advertising Lineage
in Texas

Sole Representative
The S. C. Beckwith Special Agency
New York, Chicago, St. Louis, Detroit,
Kansas City, Atlanta, Los Angeles, San
Francisco.

**NEW YORK STATE
Westchester County's**

Fastest Growing Cities

**Mount Vernon and
New Rochelle and
The Vicinity Towns**

Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon

THE STANDARD STAR
of
New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Detroit Times

Office of
MAJOR

Evening 220,000

Sunday 250,000

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory. A. B. C. Sept. 30, 1924, *124,468 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 129,834
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

first! in OHIO

By 1,210,736 Lines

For the first six months of 1925 The Dispatch exceeded the next largest Ohio Newspaper by 1,210,736 lines—and all other Columbus newspapers combined by 1,952,515 lines.

NET PAID CIRCULATION

CITY	54,851
SUBURBAN	28,024
COUNTRY	22,944

Total Circulation 1,058,819

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

UPPER MAIN MAGAZINE

18 Point Cheltenham Bold Cond. Italic

BRITAIN OPPOS
Walking Speak-E
asy Well Patroniz
ed Serves Drinks F

LOWER MAIN MAGAZINE

12 Point Cheltenham Condensed with Cheltenham Bold Condensed

PASSENGERS THROWN O
Engineer Leaves Coaches
Behind In Hurry to Avoid
CAR KILLS PRINCIPAL IN
Behind In Hurry to Avoid

UPPER AUXILIARY MAGAZINE

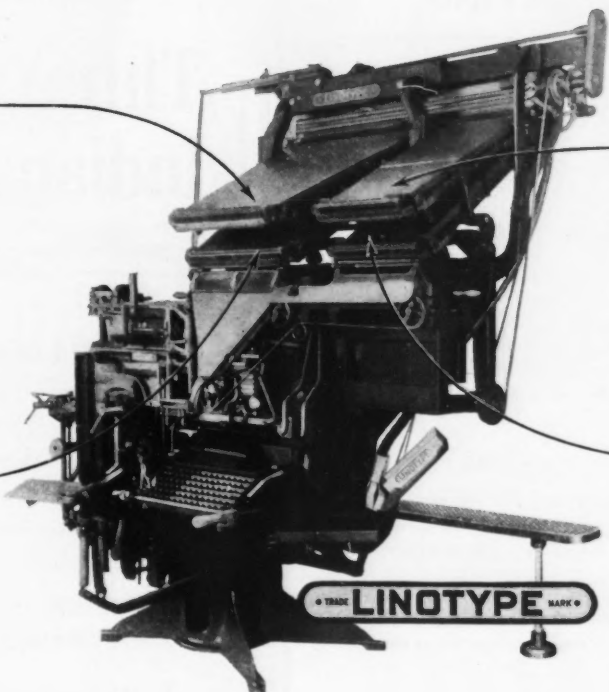
30 Point Cheltenham Bold Cond. (Caps)

THOUSAND
S PASS IN T

LOWER AUXILIARY MAGAZINE

24 Point Cheltenham Condensed (Caps)

CRASH HURTS
20 STALLED TR
AIN HIT BY FR



ALL HEADS COMPLETE

On One Linotype

THOUSANDS PASS IN TEARS
AT BIER OF LA FOLLETTE

CRASH HURTS 20;
STALLED TRAIN
HIT BY FREIGHT

Engineer Leaves Coaches Behind
In Hurry to Avoid Accident

PASSENGERS THROWN OUT

Train Moves On With Volunteer
Nurses Who Have To Pay Fare

CAR KILLS PRINCIPAL IN AUTO

Girl and Father Seriously Hurt In
Crash Near Rochester

Wisconsin Pays Its Tribute in a
Never-Ending Line for Last
Look At Beloved Leader

CAPITAL IS FLOWER LADEN

Thousands Flock To Cemetery
Where Senator Will Lie

BRITAIN OPPOSES
PARIS PARTIALITY
TO U. S. ON DEBT

Any Funding Negotiations By
France Must Include England

Walking Speak-Easy Well Patronized;
Serves Drinks From Cartridge Belt

Big Saving In Make-Up
As Well As Composition

Continuous composition from all magazines on the Model 26 Linotype makes it possible to set each head complete at one operation. No assembling of heads with consequent danger of error. Corrections in any face at any time without changes or delay. Magazines standard and interchangeable with other Linotypes.

Write to the nearest Agency for full information on the Models 25 and 26 and a copy of the folder "Suggested Head-Letter Layouts for the Model 26"

MERGENTHALER LINOTYPE COMPANY
Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World

WHAT THEY ARE SAYING

ADVERTISING IS TWICE BLESSED

“ADVERTISING is twice blessed as a public service. It cheapens merchandise and it emphasizes, often very deeply, the contrast between good merchandise and bad. The public are the gainers every time.”—Stuart A. Hirst, chairman, organizing committee, Harrogate Convention, Fourteenth District, A. A. C. W.

STRAIGHTNESS AND PLUCK

“STRAIGHTNESS and pluck, I venture to suggest as a suitable motto for business men. If that is our motto we shall all conduct our business of advertising, selling and distributing with perfect honesty, straight as a die, and we shall add to it not only the faith which removes mountains, but the pluck that climbs them first just to show we are not afraid of the task of their removal.”—Gerald A. France, president of the Advertising Club of Newcastle, England.

ADVERTISING SOLVES DISTRIBUTION PROBLEMS

“IT is in the domain of distribution that advertising and the most powerful advertising medium, the newspaper, enter. I think that you cannot study any phase of the subject with more profit than that of the potential power and the actual results of advertising. I believe that good advertising, founded on reason and facts, will do more to solve the great problems of distribution than any other agency we can summon to our aid. The newspaper is the most powerful and effective medium, and the logic of events points to its increasing dominance.”—Louis Wiley, Business Manager, *New York Times*.

PRINT UNBIASED NEWS

“THE modern up-to-date newspaper has dropped many time honored methods as unfair, antiquated and not worthy of modern journalistic effort. The modern newspaper opens its columns to the news of the day whether it be in accord with that particular newspaper's policies or not. No matter what the policy may be the reader is entitled to the entire story, both sides fairly put so he may know all of the facts and govern himself accordingly. What the newspaper may think on any given piece of news should be, and usually is, found on the editorial page and there alone.”—Hector Elwell, Managing Editor, *Chicago Herald-Examiner*.

FRENCH DAILIES USING FIRST PAGE “EARS”

Adopting American Style Boxes to Point Significant Items—Cross Word Puzzles Still Proving Popular

By G. LANGELAAN

PARIS, July 25.—The box, familiar to American papers, is being adopted by French newspapers, but they are inclined to run a fancy border round it rather than a plain rule. The *Petit Parisien* was the first, and the *Intransigeant*, the leading evening paper in Paris, has followed, drawing the attention of its readers to outstanding items in this way.

There is no wane in the popularity of the “ear” position to the right of the title for the pithy, epigramatic messages the editor likes to get over to the readers of his paper in France. Sometimes half a dozen words, sometimes 30 or 40, to say what the paper thinks of the “other fellow” or his policy.

Cross-word puzzle fever is now at its high point in the French press, and some papers are offering big money prizes to solvers. The words which readers are asked to find out tax the capabilities of the most highly educated, and the elusive nouns, adjectives, adverbs and verbs that will fit the squares are to be sought from mythology of long ago to the latest new “ism” or microbe discovered but a week before.

L'Auto, the daily sporting and athletic paper, has started a league of “help-one-another” among motorists, motorcyclists, and cyclists, by which members of the league, all readers of *L'Auto* bind themselves to give help whenever called upon to do so by a fellow member of the league whose car or cycle may have gone wrong. Each member carries a pennant bearing the letter “A” on his automobile or motor bicycle or push bicycle, and inci-

dentally it is no small advertisement for the enterprising paper to have these flags seen flitting about along the roads of France from the Channel and the Atlantic to the Mediterranean Sea. Everyone recognizes the yellow flag, the same color as the sporting paper, and the letter “A” in the same style as the first word of the title *L'Auto*, and cannot help thinking of the newspaper.

ADVERTISES, FINDS SHERIFF'S JOURNAL NON-EXISTENT

ST. LOUIS, Mo., Aug. 3.—J. F. Abbott, a chiropractor of 6228 Easton avenue, has been cheerfully paying for advertisements in the *Sheriff's Journal* for the past three years. A total of \$65 has been expended by Mr Abbott in broad-casting his merits, but if you were to ask the gentleman whether advertising pays, he would probably shout: “No!”

Mr. Abbott recently discovered there was no such publication as the *Sheriff's Journal*. He failed to check up his advertisements.

On July 31, Michael O'Donnell, 35, was lodged in jail in Clayton, a suburb of St. Louis, charged with obtaining money under false pretenses. O'Donnell had persuaded S. T. Ingram, a clairvoyant, to hand over \$7.50 in payment for advertising in the *Sheriff's Journal*, but the clairvoyant made a few mystic passes over a crystal ball and read that there wasn't no such animal. O'Donnell got pinched. He had represented himself to the clairvoyant as a deputy sheriff authorized to solicit advertising for the alleged newspaper.

O'Donnell has nothing to say. Moral: Before you pay for advertising, ring in a crystal-gazer.

Three Reasons for Indiana Supremacy

Indiana is an Agricultural State

Indiana farm products are worth \$497,229,719 annually. The farm property alone is worth over \$3,000,000,000. Corn is by far the chief crop, having an annual output of 169,848,000 bushels.

All other temperate zone products are generously represented here.

Indiana is a Manufacturing State

Manufacturing comprehends practically all standard products with \$1,901,846,000 output. Many Indians divide their time between farm and factory. The number of manufacturing establishments, is, according to latest figures, 7,916, employing more than 330,000 persons.

Indiana is a Business State

Indiana's business is due largely to her relative position and her excellent transportation facilities. Besides her 7,197 miles of railways, the Great Lakes and her rivers carry enormous tonnage. Big business thrives only where there is money. Indiana's wealth is estimated at nearly \$9,000,000,000.

Advertising in These Dailies Will Insure Your Products Success in Indiana

	Circulation	Rate for 5,000 lines
**Columbus Republican	(E) 4,812	.03
††Connersville News-Examiner	(E) 4,805	.025
††Decatur Democrat	(E) 3,194	.025
**Fort Wayne Journal-Gazette	(M) 32,662	.08
**Fort Wayne Journal-Gazette	(S) 34,487	.08
**Fort Wayne News-Sentinel	(E) 42,860	.10
**Gary Evening Post-Tribune	(E) 14,772	.055
††Hammond Times	(E) 15,610	.07
**Huntington Press	(M&S) 3,655	.025
**Indianapolis News	(E) 133,880	.25
**Lafayette Journal & Courier.....	(M) 7,915	} 21,217 .06
**Lafayette Journal & Courier.....	(E) 13,302	
††La Porte Herald-Argus	(E) 6,432	.025
††Shelbyville Democrat	(E) 4,006	.025
**South Bend News-Times.....	(M) 9,803	} 24,028 .06
**South Bend News-Times.....	(E) 14,225	
**South Bend News-Times	(S) 22,275	.06
**South Bend Tribune	(S) 19,800	(E) 21,031 .06
**Terre Haute Tribune	(E&S) 23,710	.06

**A. B. C. Publishers' Statement, March 31, 1925.
††Government Statement, March 31, 1925.

W. S. JONES MANAGING PORTLAND TELEGRAM

Former Joint Owner of Minneapolis Journal Has Published Daily and Trade Journals Since 1885

(By Telegraph to Editor & Publisher)

PORTLAND, Ore., Aug. 4.—Announcement has been made by J. E. Wheeler, president, and L. R. Wheeler, vice-



W. S. JONES

president, of the Telegraph Publishing Company, of the appointment of W. S. Jones as general manager of the Telegram. Mr. Jones has a national reputation as a successful newspaper manager and publisher. Until recently he has been business manager and joint owner of

the Minneapolis Journal. When he assumes his duties, the business department personnel will be: W. S. Jones, general manager; Gordon F. Law, business manager, and A. Hamilton, auditor.

The career of Mr. Jones as newspaper owner and publisher has been full of activity. Born in the Catskill district of New York, he moved to Minneapolis in 1884. A year later he was owner of a general merchandise trade paper which grew rapidly as the prairies of the North Mississippi Valley became dotted with towns and villages.

Following his success with this journal, he established a paper in the interests of the hardware industry. Both papers achieved a national standing, and in time, such good financial offers were made for them that the owner sold them and devoted all his time to newspaper publishing.

In 1908 he and his brother, H. V. Jones, bought the Minneapolis Journal, an evening and Sunday newspaper.

For 14 years Mr. Jones has been a member of the National Arbitration Board, an organization that handled labor matters for the membership of the American Newspaper Publishers Association.

Joins Eugene Guard

Carl S. Kelty, for many years a vice-president of the financial house of Freeman, Smith & Camp Company, Portland, has resigned from that position and has entered into partnership with Paul R. Kelty in the conduct of the Eugene (Ore.) Guard, published daily except Sunday. He will be business manager. Paul R. Kelty will continue as editor. Eugene S. Kelty, son of P. R. Kelty, will be advertising manager.

Americans read more than any other people, especially billboards.—Cleveland Times.

THE LEAD IN ERIE, PA.

For more than a year

The Dispatch-Herald

has dominated the Erie, Pennsylvania, field in quality and quantity of circulation.

More than

28,000 Daily

Net paid A. B. C.

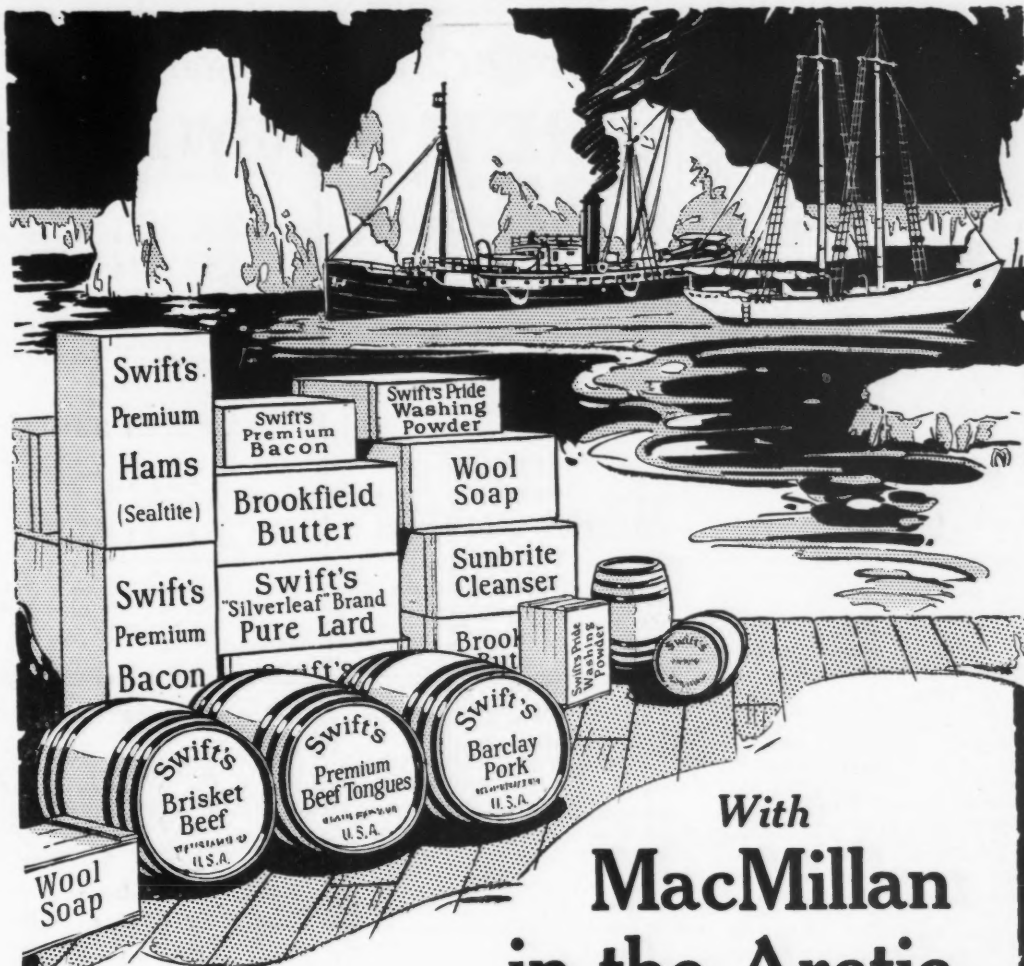
The home-delivered medium that produces results for local and national advertisers.

Largest Total Lineage in the field
May lineage established a record

Louis Benjamin William A. Hendrick
Treas. & Gen. Mgr. Publisher

National Representatives
CHAS. H. EDDY CO.

Chicago New York Boston



With
**MacMillan
in the Arctic**

Donald MacMillan, who has just sailed for the Arctic, again ordered Swift & Company products for the members of his expedition.

Fighting for existence and discovery in the frozen North calls for well-nourished bodies, and only the best food is good enough.

Returning from his previous voyage of fifteen months, he said: "No Arctic explorer ever went north with such fine food products as were put aboard the Bowdoin by Swift & Company. All the boys came back in perfect physical condition and all singing the praise of Swift's products."

The products supplied for the hardy band included:

- Swift's Premium Hams—(Sealtite wrappers)
- Swift's Premium Bacon—(Sealtite wrappers)
- Swift's Brisket Corned Beef
- Swift's Premium Beef Tongues
- Swift's Barclay Pork
- Brookfield Butter
- "Silverleaf" Brand Pure Lard
- Swift's Pride Washing Powder
- Sunbrite Cleanser
- Wool Soap

Swift & Company
U. S. A.

DAILIES SHOW SPEED ON WIRED ADS

Two-Thirds of Country Told of Star Automobile Price Cuts Through 200 Papers Within Five Hours Time .

At 11 o'clock Saturday morning, Aug. 1, Durant Motors, Inc., decided to announce a cut in price on seven models of the Star automobile.

Less than five hours later two-thirds of the country had been covered by the announcement through the advertising columns of approximately 200 daily newspapers.

The copy, totalling 420 lines was telegraphed to the newspaper list by J. H. Newmark, Inc., New York advertising agency for immediate insertion in afternoon papers. A second 420 line insertion was ordered for Sunday morning in papers having Sunday editions, and for Monday in papers which did not.

The total lineage used to broadcast the price cut was more than 168,000 lines. The area covered was bounded by New Mexico, Utah, Montana, on the south and west, Florida in the south, and Vermont in the east and north.

J. W. Darr of the Newark agency said that he believed it to be the largest amount of lineage placed in newspapers in such brief time.

"No other medium but newspapers could have accomplished this feat," Mr. Darr declared. "Because of their flexibility and speed we were able to give the Durant announcement to two-thirds of the country within a few hours.

"The business departments of the newspapers used deserve great credit for the manner in which they handled the orders. The copy was handled as quickly and spontaneously as the editorial department would cover a big story when it breaks.

"We requested immediate acknowledgment of the orders with the new prices quoted back in the interests of accuracy. As far as I have been able to determine, not a newspaper made a mistake in the copy."

Mr. Darr also expressed satisfaction with the type display given the ad. He compared checking copies with his own office proof set up after the orders were sent out, showing almost identical set-up.

The Newark agency has among its accounts the Durant, Star, Locomobile, Junior Eight, and Flint cars.

W. J. CONNERS GIVES MILLION

Buffalo Publisher Hopes To Endow Foundation With \$5,000,000

William J. Connors, publisher of the Buffalo Courier and Star, has set aside \$1,000,000 for a charity fund to be known as the William J. Connors Foundation. Mr. Connors shortly will increase the fund to \$2,000,000 or \$3,000,000 and plans to make it \$5,000,000 before his death, it is understood.

The fund is to be invested and the return used in charitable relief among all denominations. It is to be administered by six trustees, two of whom represent each of the major religious faiths. W. J. Connors Jr., is one of the Catholic administrators.

Low-cost Transportation **Star Cars**

NEW PRICES

EFFECTIVE AUGUST 1, 1925

Commercial Chassis, \$425	
Roadster \$525	Coupe \$675
Touring 525	Coach 695
Couper 595	Sedan 775

F. O. B. Lansing, Michigan

DURANT MOTORS, INC.

250 WEST 57th ST., NEW YORK
General Sales Department, 1819 Broadway, New York

PLANTS AT: Elizabeth, N. J.; Lansing, Mich.; Oakland, Calif.; Toronto, Canada

20% MORE POWER

Newspaper service at newspaper speed. Durant cut prices Saturday morning and advertised them Sunday in 200 newspapers. At the left appears the original copy wired Saturday noon. At the right is a typical newspaper set-up from the telegraphed instructions.

Low-cost Transportation **Star Cars**

NEW PRICES

Effective August 1st, 1925

Commercial Chassis - \$425
Roadster - - - - - \$525
Touring - - - - - \$525
Couperster - - - - - \$595
Coupe - - - - - \$675
Coach - - - - - \$695
Sedan - - - - - \$775

F. O. B. Lansing, Mich.

DURANT MOTORS, Inc.

250 W. 57th St.—New York
General Sales Department, 1819 Broadway, New York

PLANTS AT: Elizabeth, N. J.; Lansing, Mich.; Oakland, Calif.; Toronto, Canada

20% MORE POWER

TO SEEK BAN ON RADIO ADS

Congressman Bloom Sails To Ask Foreign Co-operation on Broadcasting

Congressman Sol Bloom of New York will seek national legislation forbidding radio advertising, he stated before sailing for Europe on the *Leviathan* this week. He denounced the exploitation of the radio public by advertisers and said he was going to England and France to seek the cooperation of Government officials in a broadcasting treaty.

Rossiter Joins Sterling Composition Co.

Harry S. Rossiter, for nearly 20 years with the Monotype Company as service man, New York manager and as president's representative, has joined the Sterling Composition Company, Inc., Philadelphia, as general manager of sales and production. With the addition of Mr. Rossiter to the staff the company announces a change of management whereby F. B. Smith, president, will have charge of the casting machines, W. M. Conway, secretary, will be in charge of hand composition and make-up and H. S. Shedaker, treasurer, will be in charge of keyboards and machine composition. A typographic ad service department will be opened.

New York Ad Woman Marries

Minna Hall Simmons, president of the New York League of Advertising Women, and vice-president of the Federation of Women's Advertising Clubs of the Associated Advertising Clubs of the World,

was married July 22 to George Cupples Carothers, at the West Side Unitarian Church, the Rev. Charles Francis Potter officiating. Miss Simmons is the only woman member of the sales staff of the Powers Reproduction Corporation. Mr. Carothers is sales manager of the Home Builders' Exhibits, Inc.

McDougall Resigns Magazine Post

Thomas McDougall has resigned his position as director of the *London Advertising World*.

"More Heart Stuff"

That's what a noted editor wanted (name on request), so he took Joe Mitchell Chapple's new series.

In constant contact with the whole world, Joe Chapple writes "Heart Stuff" that develops and holds newspaper readers.

Ask us about it.

Joe Mitchell Chapple Associates
"The Attic" Waldorf-Astoria, New York City, N.Y.

A Dependable Means of Increasing Classified Lineage

Write for Particulars

Associated Editors, Inc.
440 S. Dearborn St., Chicago

If the anthracite miners strike, what can President Coolidge do about it?

(See report issued August 1, "Strike Emergencies and the President.")

What are the facts involved in the present anthracite labor controversy?

(See report "Miners' Wages and the Cost of Anthracite," issued July 25)

EDITORIAL RESEARCH REPORTS

1425 G Street Washington, D. C.

Three Clubs Join A.A.C.W.

Three Advertising Clubs recently became affiliated with the Associated Advertising Clubs of the World—Port Angeles, Wash., Tampa, Fla., and Port Arthur, Texas. Officers of the Port Angeles club are Harry J. Dunham, president and Audrey Waggoner, secretary. John C. Martin is president and Harold Cornish, secretary of the Tampa Club, and Harry J. May and J. W. Faulkner of the Port Arthur Club.

Changes On K. C. Journal-Post

W. Courtright Smith, for the past two years in charge of promotion and national advertising on the *Kansas City Journal-Post* has been made advertising manager in charge of all display advertising, and Bayard Taylor has been named circulation manager. Mr. Smith was formerly connected with the *Philadelphia Bulletin*.

"VISUAL FOOTBALL"

POSED AND DEMONSTRATED By **KNUTE ROCKNE**

THE GREATEST SPORT FEATURE EVER OFFERED NEWSPAPERS

TO START SEPTEMBER 14th.

ORDERS BEING BOOKED NOW

WIRE IMMEDIATELY for TERMS and RESERVATIONS.

AUDIO SERVICE

30 N. Dearborn St. Chicago

MAKE US YOUR SALESMAN

In the best Agricultural County in Indiana.

The Evening Star
Franklin, Ind.

Los Angeles Times

California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

POWERS PERFECTION COOLER

Every Newspaper Photo Engraving Plant should have at least one

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

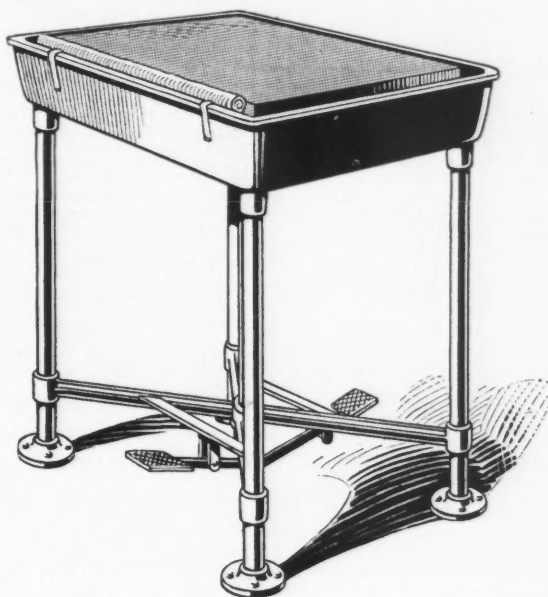
It can be moved at will by simply picking it up and placing it where it is wanted.

It has no mechanical parts to get out of order.

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

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

The price of the Powers Perfection Cooler is \$350



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

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

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

ASK ANY USER

Baltimore News
Boston American
Boston Post
B'klyn Daily Eagle
Bronx Home News
Chicago Daily News
Chicago Herald Examiner
Chicago Tribune

Denver Post
Des Moines Register & Tribune
Florida Times Union
Kansas City Star
Milwaukee Journal
N. Y. American
N. Y. Evening Sun
N. Y. Morning Telegraph

N. Y. Daily News
N. Y. Times
N. Y. World
Providence Journal
Rochester Herald
San Francisco Bulletin
Washington Times
Wisconsin News

Immediate delivery guaranteed

POWERS, INC.

205 West 39th Street
New York City

LOU E. HOLLAND ON SUCCESS MAGAZINE

Former President of A. A. C. W. Joins Lowrey as Vice-President—T. S. Trebell Appointed Advertising Director

Lou E. Holland of Kansas City has been elected vice-president of *Success* magazine, according to an announcement made in New York today by Frederick C. Lowrey, president and publisher of *Success*.

Mr. Holland has been president of the Associated Advertising Clubs of the World during the last three years. He is now a member of the executive committee of the Associated Advertising Clubs and a director of the National Better Business Bureau, which supplants the National Vigilance Committee.

"I accepted this post because I am in complete sympathy with the purposes and ideals of the magazine," Mr. Holland told Editor & Publisher, "Success fills a want because people desire to get ahead and I believe this publication supplies the need and renders a real service."

"When I accepted the vice-presidency of *Success*, Mr. Lowrey stated that the advertising policy of the magazine will always conform to the standards established by the National Better Business Bureau of the Associated Advertising Clubs of the World."

Sherman Rogers, associate editor, has been elected vice-president of *Success*. Mr. Rogers is writing a series of articles for *Success* on the automobile, truck, rubber, tire and oil industries.

T. S. Trebell, formerly publisher of *Advertising*, now merged with Editor & Publisher, has been appointed advertising director of *Success*. Mr. Trebell was formerly director of the Extension Division of the Associated Advertising Clubs.

Mr. Lowrey has moved his headquarters from Chicago to New York to assume active management of *Success*. One of Mr. Lowrey's companies is the Central Commercial Company of Chicago, which he founded in 1894.

WEEK'S AD TIPS

Aubrey & Moore, Inc., 210 East Ohio St., Chicago. Planning a campaign on the Universal Battery Company of Chicago.

Arnold-Joerns Company, 26 East Huron St., Chicago. Placing copy to papers in the Middle West on Hanley & Kinsella of St. Louis, Mo.

Benson, Gamble & Crowell, 7 So. Dearborn St., Chicago. Placing account of the Gulbransen Company, 3232 West Chicago Ave., Chicago, manufacturers registering pianos.

Campbell-Ewald Company, Chicago. Handling the advertising of the Canadian Ironing Machine Company, Chicago, the Paul F. Reich Company, candy manufacturers, Chicago and the Great Lakes Refining Company, Detroit and Toledo, developer and manufacturer of Cyclo gas.

Clark Collard Company, 30 N. Michigan Ave., Chicago. Obtained account of Jiffy Sales Company, 37 S. Wabash Ave., Chicago, manufacturers of ice cream sandwich fillers. Also handling advertising of the Ravenswood Novelty Company, Chicago, manufacturers of candy flower novelties, etc.

Charles C. Green Advertising Agency, Inc., Eatey Building, Philadelphia. Handling advertising of Bown & Co., investment bankers.

Hawes Advertising Company, 542 So. Dearborn St., Chicago. Placing copy in Metropolitan cities on the Cleveland Heater Company.

Chas. W. Hoyt Company, Inc., 116 West 32d St., New York. Handling advertising of Rutland Fire Clay Company, Rutland, Vt., manufacturers "Rutland" Patching Plaster.

Kling-Gibson Advertising Agency, Chicago. Secured account of the Marmola Company, Detroit. Newspapers and magazines will be used.

Livermore & Knight Co., 36 Pine St., Providence, R. I. Placing account of the Silver Lake Company, Newtonville, Mass., manufacturers of sash cord and clothes lines.

Lord & Thomas, Wrigley Building, Chicago. Sending out copy on Quaker Oats Company.

C. P. McDonald Company, Inc., New York. Handling account of Sailors' Snug Harbor and the J. H. Taylor Construction Company, New York.

McJunkin Advertising Company. Handling the account of Rosenwald & Weil, Inc., Chicago, clothing manufacturer.

Mitchell-Faust Advertising Company, 7 So. Dearborn St., Chicago. Sending out copy in the

Middlewest on the Sheffield Company of Chicago.

Morse International Agency, 449 Fourth Ave., New York City. Placing advertising of Enoch Morgan's Sons, 439 West St., New York City, manufacturers of Sapolio.

Power, Alexander & Jenkins Company. Preparing and planning a campaign in metropolitan dailies for Thomas F. Boothby, Coventry Gardens, real estate, Detroit.

Frank Presbrey Company, 247 Park Ave., New York. Handling account of the Glen Springs, Watkins, N. Y., to advertise its Hotel & Health Resort.

Reincke-Ellis Company, 215 N. Michigan Ave., Chicago. Placing the advertising of the Reading Steel Castings Company, 929 Connecticut Ave., Bridgeport, Conn., manufacturers of valves, fittings and steel castings.

Sackheim & Scherman, Inc., 218 West 40th St. Placing advertising of Annette Kellermann, Inc., 225 West 39th St., New York.

Smythe-Reynolds Company, Bell Building, Chicago. Placing copy on the Bon Marché, Chicago, and also on Spaulding's, Chicago.

J. L. Sugden Advertising Company, Chicago. Has obtained the contracts of Spengler-Loomis Manufacturing Company, the Automatic Pencil Sharpener Company and Louis Lewin Company.

J. Walter Thompson Company, 244 Madison Ave., New York. Placing account of the Cheek-Neal Coffee Company, Nashville, Tenn., manufacturers "Maxwell House" Coffee.

Charles H. Touzalin Agency, Inc., 7 So. Dearborn St., Chicago. Placing the advertising of the Kirsch Manufacturing Company, Sturgis, Mich., manufacturers of drapery hardware.

O. S. Tyson & Co., Inc., 16 E. 41st St., New York City. Placing advertising of the Oil Jack Company, New York City, manufacturers of Pederson oil jack.

Allen Joins Wichita Eagle

H. W. Allen became advertising manager of the *Wichita* (Kan.) *Eagle*, Aug. 3, immediately after his arrival from Houston, Tex., whence he motored with his family. Mr. Allen, who had been advertising manager of the *Houston Post* for five years prior to its consolidation with the *Dispatch*, has had 27 years' newspaper experience, much of it in Boston and other Massachusetts cities. Sidney D. Long, business manager of the *Eagle*, has been acting as advertising manager also since the resignation of Emery E. Hardwick last April.

Leach Now Managing Editor

Walter S. Leach, for ten years city editor of the *Poughkeepsie* (N. Y.) *Sunday Courier*, has been made managing editor, succeeding Mark G. DuBois, retired. He began his newspaper career in the office of the *Brooklyn Daily Times*. Emmett G. Lavery, who has been connected with the staff of the *Poughkeepsie Eagle-News*, has succeeded Mr. Leach on the city desk.

Raises \$963 For Quake Victims

A check for \$963.12, representing the donations of citizens to the *Long Beach* (Cal) *Press-Telegram* relief fund for victims of the recent earthquake, has been forwarded to Mayor Andrea of Santa Barbara.

Reid Child Left \$30,485

Elizabeth Reid, nine-year-old daughter of Ogden Reid, editor of the *New York Herald Tribune*, left an estate of \$30,485 with her father and mother, Helen Rogers Reid, as sole beneficiaries. The child died Dec. 5, 1924.

Northern Ohio!
one of the country's
Greatest Markets
covered ALONE by
one of the country's
Greatest Newspapers

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward
110 E. 42d St.
New York

Woodward & Kelly
360 N. Mich. Ave.
Chicago

Wealth from IOWA'S Acres Invites Giant Trade

Iowa claims the largest proportion of actually arable lands of all states and proves it by the immense agricultural production, 98.5% of all the land is tillable.

There is a total farm acreage of 33,474,896; of this vast agricultural tract 28,606,951 acres are improved lands.

The farms number 213,439, averaging 156.8 acres. The land value averages \$205.00 per acre. Figure the invested wealth of these farms and the total value reaches an enormous sum.

The income from crops and other farm products amounts to over a billion dollars per year.

Live stock interests are immense, with all animals raised in the temperate zone abundant and dairy and poultry outputs likewise enormous.

Iowa mines produce \$18,000,000 and her forests yield \$17,000,000 annually.

There can be no uncertainty of the buying power of Iowa people. Nowhere else can a more responsive, concentrated market be found than in Iowa.

Live advertisers are enlarging their space in Iowa.

	Circulation	Rate for 5,000 lines
**Burlington Gazette	10,206	.045
**Cedar Rapids Gazette	21,300	.07
**Davenport Democrat & Leader....	14,811	.06
**Davenport Democrat & Leader....	17,626	.06
††Davenport Times	25,031	.08
**Iowa City Press-Citizen	6,416	.035
††Mason City Globe Gazette.....	13,844	.05
**Muscatine Journal	7,777	.04
**Ottumwa Courier	13,455	.06
**Waterloo Evening Courier.....	17,566	.06

** A. B. C. Publishers' Statement, March 31, 1925.
†† Government Statement, March 31, 1925.

To Editor
June 13, 1925
of the W
properly
week free
All who
daily news
sometimes
cheap trick
or at cas
There is
aid for p
may supp
paper edit
nerne—the
organizatio
negative.
I am h
love, illus
be glad
realizatio
To be s
profit, no
California
is com
interest in
to reserch
nished fa
tax laws,
and wh
less of the
any partic
The wo
continued.
to men w
Only a
United St
research,
metropolit
world un
How is
volunteer
Already
research,
note that
as to wh
How ca
less first
Is not
research b
public?
If done
intelligent
Do you
newspaper
may este
country at
to take t
honest res
Special
put frank
—the fac
propagand
to put out
openly the
In brief
above, is
reasonable
I realiz
absolute ho
by the on
Assumin
that I hav
for or aga
Los Angele
To EDIT
James Go
Ever si
testimony
concerning
news sens
Paris—of
property i
for junk
And no
issue of J
reporter—

LETTERS FROM OUR READERS

Sounds Like News

To EDITOR & PUBLISHERS In your issue of Aug. 13, the able writer, Gardner E. Campbell, of the Wakefield (Mass.) Daily News, quite properly inveighs against business houses which seek free advertising through publicity agents.

All who have had to do with the making of publicity representatives in which they sometimes try to impose on editors, and, by cheap tricks, obtain space which should be paid for at card rates.

There is, however, in my opinion, a legitimate demand for publicity representatives in which they supplement the labors of the daily newspaper editor to the benefit of all parties concerned—the editor, the reading public, and the organization which employs the publicity representative.

I am herein submitting a case which, I believe, illustrates the point, and which I should be glad to have the clients of EDITOR & PUBLISHER consider:

To be specific—there is in California a non-profit, non-political organization known as the California Taxation Improvement Association. It is composed of men who have deep civic interest in taxation problems and has instructed its research department to gather the unvarnished facts as to the California inheritance tax laws, and give them to the public, precisely as and when they are uncovered, utterly regardless of their supporting any thesis for or against any particular opinion thereon.

The work of research is expensive and long continued. It involves 18 months' investigation by men who are highly technical.

Only a very few daily newspapers in the United States could afford to do such work of research, and, from many years of experience on metropolitan journals, I know of not one which would undertake it.

How is such work to be done, unless by some volunteer organization such as the one cited?

Already, even in the immature stages of the research, facts have been disclosed which indicate that almost everyone has been misinformed as to what are the facts.

How can procedure be wisely determined unless first the facts shall have been ascertained? Is not it, therefore, a service to perform this research labor—a service to the editor and the public?

If done honestly, will it not make for more intelligent action by officials, and by the citizen?

Do you, therefore, not believe that, as a newspaper worker of life-long connection one may esteem his efforts as in the interests of the country and the state, if he accept a commission to take to the daily press the results of such honest research?

Especially, if, as in this instance, editors be put frankly on notice that in the initial stages—the fact-finding—there will be absolutely no propaganda; and that when the moment arrives to put out propaganda, every editor will be told openly that that moment has come? In brief, if publicity be honest as indicated above, is or is it not to be accounted as objectionable to the editor of a daily newspaper?

I realize that the test in this case is the absolute honesty of the research, and its handling by the one who conveys it to the daily press.

Assuming, however, such honesty, I am sure that I have established the thesis. Do you hold for or against my thesis?

JOHN LATHROP, Research Editor, California Taxation Improvement Association.

The "Bennett Myth"

To EDITOR & PUBLISHER: How long is the James Gordon Bennett myth going to last?

Ever since his death I have been reading testimony from this newspaper writer and that concerning his giant intellect, his prodigious news sense, and absolute mastery—sitting in Paris or while gazing at the Taj Mahal—of all the details of his marvellous newspaper property in Herald Square; in due course sold for junk after his decease.

And now comes Wade Mountfortt in your issue of July 4, telling how I, as a first class reporter—thanks for the ad, Wade—got an

interview with Pierre Loti in 1912 and how Bennett stormed over it.

The true facts have given me a laugh every time I have thought about them for the last thirteen years.

I never interviewed Loti; all I did was fake an interview with him. And the time I wrote it he was in New York seeing about the production of his play "A Daughter of Heaven." He spoke no English and, in addition, was under a contract with his publishers not to give interviews to anybody about anything. When he arrived here his American agent explained the state of affairs to the ship news reporters and later to the dramatic reporters. He was here about a month and never spilled a word.

The day he left I wrote a brief account of his departure but it wasn't good enough for Frank Pierson, then city editor of the Herald. "You can't turn in such a story as that," he said, "Loti and the Commodore (Bennett) are close friends and Loti would gladly disregard his arrangement with his publishers for the Commodore. Where is your interview?"

I explained again that I hadn't any and again told why.

"Officially," said Pierson, "I don't hear you. The Commodore was just in here and wants an interview."

Any fool can write an interview if he isn't hampered with facts. Mine was a newspaper outrage. I told how Loti's silence in New York with the publisher's rights explanation of it, had been a light Gallie jest by Loti the prince of Parisian wits; explained that Loti knew English like a running brook, and then quoted him for the limit in Broadway giving his views on wine, women, song, cover charges, dance halls, the monetary situation, and the policy of the administration at Washington. There had been a late session of the office force in Tim Shine's saloon across the street the night before, and this possibly lent its retroactive aid to the writing of the story. Anyway Frank Pierson had insisted on an interview with Loti. He got it.

The story in print the next day left me rather agast. And so I wasn't surprised when the city desk called me at ship news and directed that I come right up, as the Commodore wanted to speak to me. It was explained that he was a mile in the air. He should have been.

When I reached the office Bennett wasn't out of bed yet and I was told to sit right where I was and wait. I waited three hours and the whole shop avoided me as though I had small pox. The fear of God (Bennett) was all over the place.

During the three hour wait I decided that since I was fired to a certainty I might as well tell Bennett where he got off before I went away. I was pulling down fifty a week—Bennett paid the lowest wage scale in the city—and as I sat and ruminated it seemed to me that the money was little enough without insults mixed with it. Then I figured out my financial status—not so good, but good enough for sixty days with careful handling, and arrived at the conclusion that if he started anything I would take the initiative away from him and make a first class job of it. Then suddenly it occurred to me that I was sitting waiting for affronts and I got up and went to the city desk to announce that I was all through and that somebody else could deal with Bennett. Somebody else—not me.

But the man on the desk told me instead that Bennett was waiting for me out front.

I went in to see him, boiling all through at him, and his second rate newspaper, and the intolerable system of sycophancy he had established in his office by the tawdry device of underpaying his men and then belittling them.

He was standing on the rug in his special room smiling like a basket of chips and holding in his hand a copy of the paper with his thumb at the intolerable drivel I had written the night before:

"I want to congratulate you," he said. "This article has spirit, grace, finesse, maturity. This is the sort of thing I wish my men would write often. It's just the sort of thing I want in the Herald."

For a minute I thought he was trying to kid me, but as he talked on I gathered that he was actually sold. He actually believed that the

palpably faked and decorated story made out of the whole cloth by a reporter with a hang-over was straight goods. Every copy boy in the office knew better. He didn't.

As I say, ever since his death I have been reading about his giant intellect, his prodigious news sense, and his absolute mastery—sitting in Paris or while gazing at the Taj Mahal—of all the details of his marvellous newspaper property in Herald Square.

How long is the James Gordon Bennett myth going to last?

EUGENE K. CAMPBELL.

Maine Highway Ads

To EDITOR & PUBLISHER: I note in a recent issue of EDITOR & PUBLISHER a squib to the effect that the state of Maine had ordered down all billboards and that they were prohibited. Not knowing what the item means by "billboards," but presuming that it refers generically to everything which is used for outdoor advertising, I am forced to assume that the article refers to all organized outdoor advertising likewise.

The squib in question is entirely misleading, as the law bears no relation to organized outdoor advertising and prohibits the erection of outdoor advertising structures within the confines of the public right of way.

Organized outdoor advertising does not engage in that type of advertising, and I feel that you have done the men in the poster advertising business and the painted display business a considerable injustice by publishing an item of this nature which will in all probability be widely reprinted; particularly in the smaller newspapers throughout the country. Organized outdoor advertising fully approves of anything which will remove objectionable advertising of the type prohibited by the law in Maine, and such a law has nothing but our fullest approval.

I know that in the interests of fair play you will be glad to make a correction in this respect.

BURTON HARRINGTON.

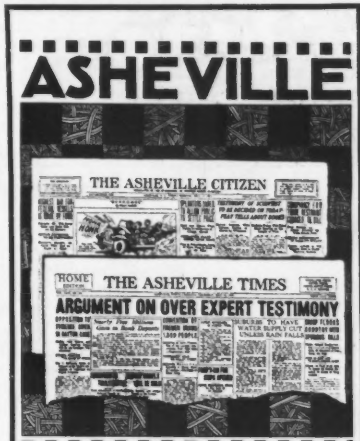
Ashen Joins Fullerton News

Clyde H. Ashen is the new manager of the Fullerton (Cal.) News which recently changed from the daily to the semi-weekly field. He was formerly connected with the Chicago Heights (Ill.) Star, and the Evening Picket Wire of Trinidad, Col. Ralph Brown, who was editor of the News, has returned to the Long Beach (Cal.) Press-Telegram. Arthur L. Masor, business manager, is now manager of the Oxnard (Cal.) Morning Tribune, which was recently purchased by V. A. Wyatt of San Diego, Calif.

Staff Host to City Editor

The staff of the New Orleans Item and Tribune on July 27 gave a party for Fred Coburn, city editor, on his 41st birthday. A four-page "Coburn Special" was issued and distributed at the party.

Louisville's Biggest and Best Newspapers again showed a Substantial Gain. -MORNING -AFTERNOON -SUNDAY. In their six months' circulation average— While their contemporaries showed a Substantial Loss. -MORNING -AFTERNOON -SUNDAY. The Courier-Journal THE LOUISVILLE TIMES. Louisville's Biggest and Best Newspapers Represented Exclusively by The S. C. Beckwith Special Agency



Another Plus Plan City

ASHEVILLE, North Carolina, is another member of the ever-growing list of Plus Plan Cities. This group is comprised of cities in which every newspaper relies on the Imperial Plus Plan to keep its type metal in the pink of condition at all times.

The Asheville Citizen and the Asheville Times, two splendid, well-edited newspapers, are united in their belief that by constantly keeping their type metal in a balanced condition they are adding to the working life of the metal and greatly reducing metal costs.

Reliability and economy are the two factors of the Plus Plan that are leading hundreds of publishers to place complete dependence in the working of this popular Plan.

Let the Plus Plan Cut Down Your Metal Bills

Given a chance the Imperial Plus Metal Plan will show you a worth while saving on metal bills. Let us send you a copy of the Plan. Read it and we feel sure that the soundness of the plan will convince you of its reliability and economy.

Imperial METAL. Linotype—Monotype—Intertype Stereotype. Elrod—Ludlow—Linograph—Thompson. Imperial Type Metal Co. Philadelphia—Cleveland—New York—Chicago. BEST BY ACID TEST. TRADE MARK REG.

BEST MYSTERY-ADVENTURE STORY SINCE "TREASURE ISLAND" "ISLAND GOLD" The further adventures of "THE MAN WITH THE CLUB FOOT" By Valentine Williams For Immediate Release—28 2-column Installments IDEAL SERIAL FOR THE MIDSUMMER SEASON For Terms and Sample Proofs Wire LEDGER SYNDICATE PHILADELPHIA, PA.



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

W. ORTON TEWSON, who edits the *Literary Review* of the *New York Evening Post*, puts in his department, "An Attic Salt-Shaker," for August 1, this chat which is "fit to print" about a group of reporters who have since become men of letters:

Another fall book, the anticipation of which gives us what Edwin Markham calls "zero at the bone," is "The Chick'n-Wagon Family," a novel by Barry Benefield. (Century Company.)

Fifteen or more years ago, we had for a friend and colleague, a quizzical whimsical young man named Barry Benefield. We were reporters together on the *New York Times*.

Those were the days! Full of promise! A happy little band of writing optimists! That's what we were. Let's see! There were, besides Benny, Maxwell Perkins (long since an integral part of Scribner's); Carl Van Vechten (you all know Carl!); John A. Moroso (author of several novels); Charles Willis Thompson (a giant among newspaper men); and, later, Elmer Davis.

We all thought that Benny was marked for literary fame. That nothing could stop him making good in the writing world. And, in a measure, he has. The few short stories he has fathered are gems. But they are mighty few. Commerce, or whatever it is that for years has claimed his attention at the Century Company, swallowed him up while we stood by helplessly and sighed, "Another good man gone wrong." Now he has staged a "come back," and it gives us—"zero at the bone."

ACCORDING to "The Catholic Press Directory," the revised edition of which has just been published, the Catholic papers and periodicals in the United States now number 269. In this number are not included college monthlies, local fraternal organs, and similar periodicals. The Catholic character of each paper listed was officially certified at the various chancery offices. Foreign-language periodicals were submitted to a priest of the nationality in question. The fact that *The Commonweal* is not listed in the directory is no oversight on the part of the editor of the directory. That weekly is not published as a specific Catholic journal in the sense of those listed in the directory.

The publisher of "The Catholic Press Directory" is Joseph H. Meier, 64 West Randolph street, Chicago.

IRVIN S. COBB, even if he has forsaken cheap newsprint for the coated stock of the magazine, reflects his newspaper days in about everything he writes. In the current issue of the *American Magazine* he discusses how to work down from the top of the ladder. He opens his article with a description of how three young men seeking newspaper jobs—called positions by them—asked his assistance in getting a grip on the ladder.

Cobb did not help these young chaps very much, but he did give excellent advice on a sure way to get a hearty welcome in the city room. All one has to do is to go to the city editor with a good live news story.

The article contains some straightforward talk for all who have the itch—or to be more academic, the urge—to write. If Cobb perspires at his typewriter the way he said he does in this

article, he ought to write an article on how he keeps up his weight. But the thing I most want Cobb to write is the story where the plots revolves around an item printed in the *Chicago Tribune*.

IN the advertisement of *McClure's Magazine* for August, Don C. Seitz has the preferred position at the top of the advertisement with an announcement of his article, "James Abbot McNeill Whistler, Wit, Wasp, and Butterfly." I am glad I do not have to write a headline for this item.

THE current issue of *The Trib*—devoted to shop talk about the making of the *Chicago Tribune*—pays a fine tribute to the enterprise of the *Santa Barbara Daily News* in not letting an earthquake interfere with editions. Another feature is entitled "The Literary Editor Wades Through Sea of Books" and comes from the pen of Fanny Butcher who, to use her own words, has "pounded out stories in almost every department of the *Tribune* except sporting." She joined the staff of the *Tribune* in 1912 and about three years ago was made editor of the *Weekly Book-Page*. In her article she tells about the particular joys and worries of being a literary critic. A double page spread of photographs tells how the Tower of the *Tribune* was officially opened.

ERNEST ELMO CALKINS, the well-known advertising expert will again become a contributor to the *Atlantic Monthly* in September. This time he prints his reflections on the passion for standardization on both sides of the Atlantic. For these observations he has chosen the appropriate title "Twin Peas In A Pod." Anything that Mr. Calkins writes is always good copy, whether it be in the advertising or in the text columns.

AS I glanced through *The Nation* for July 22 I clipped three editorials for my collection of items relating to journalism.

The first of these three editorials is a comment about the article which R. W. Winston contributed to *Scribner's Magazine* for June and which was a constructive criticism of the tendency to limit editorial freedom in the discussion of judicial decisions.

The second editorial is related to the first in that it discusses a specific charge of contempt of court brought against H. P. Hagaman, editor of the *Lakewood* (N. J.) *Citizen*. This editorial goes on to say:

To build quality, whether it be into a house or a newspaper or a pair of shoes, is to guarantee the highest ultimate reward for effort expended.

The Dallas
Morning News

SUPREME IN TEXAS

We do not know what the editor wrote about the judge in question, and we do not care. We do know that, whatever the criticism, the judge was entitled to no relief other than what any other individual would have had if criticized that is, through the indictment of the editor under the laws of libel or slander, and a legal trial before a jury.

The third editorial in *The Nation* considers somewhat in detail the arrest in Berlin of Druzhelovsky who was doing an extensive business in selling news forgeries to the press not only in Germany but also in other countries. Among others, *The Nation* lists the following bogus stories by Druzhelovsky:

Among his synthetic news stories was a variant of the nationalization of women, to the effect that the Soviet Government had established a system of three-year trial marriages. Another front-page fabrication told of 740,000 children starving in southern Russia, including 200,000 in Odessa. The fact that the total population of Odessa is only 300,000 apparently did not give pause to any of the news editors who accepted his inventions. When Druzhelovsky was arrested he was attempting to sell to Americans in the diplomatic service, for a trifle of \$150, a concoction on stationery of the Third International setting forth a delightful Bolshevik plot against peace and order in the United States.

IN *McNaught's Monthly* for August, Charles B. Driscoll, for several years editor of the *Wichita Eagle*, but now an editorial writer on the *Cleveland Press*, answers the question "What Makes Us So Hard-Boiled?" Stewart P. Sherman who recently completed his first year as editor of *Books*, the literary section of the *New York Herald Tribune*, opens the August issue with "In Darkest Tennessee." Next month George F. Milton, editor of the *Chattanooga News*, will reply to Mr. Sherman.

THE Macmillan Company will publish this month "Real Estate Advertising" by Ward C. Gifford.

THE American Management Association, 20 Vesey street, New York, announces for immediate publication

Detroit

Fourth
Largest
City

Complete coverage with
one paper.

The Detroit News
Offers advertisers
unusual opportunities

Norristown

Times Herald

is where the
People of
Montgomery
County,
Pennsylvania
look when they
want to buy.

"What Should You Run in Employment Magazines" by Sterling Patterson, editor of the *Western Electric News*.

WILL IRWIN, whose story about the destruction of San Francisco by earthquake and fire became a newspaper classic after its publication in the *Sun*, contributes to *The Nation's Business* for August a follow-up story entitled "The New San Francisco."

THE June issue of *E. W. Howe's Monthly*—devoted to indignation and information—has just reached my desk. Possibly the longest item is the one headed "Good Reporting The Best Reading." In it Mr. Howe pays a fine tribute to the reporter of the *Kansas City Star* covering the trial at Dayton, Tenn.

The way Mr. Howe co-operates with his advertisers will interest many advertising managers.

Regional Advertising at Regional Rates

The Christian Science Monitor

An International Daily Newspaper
Publishing SELECTED ADVERTISING

ATLANTIC, CENTRAL and
PACIFIC Editions

Rates and Circulation Data
Supplied on Request

ADVERTISING OFFICES

Boston	New York	Kansas City
Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

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

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

Member A. B. C.

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

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

San Francisco Chronicle

PAYING circulation
determines the logical
choice of an advertising
medium. In San
Francisco and North-
ern California it is a
recognized fact that
The Chronicle follow-
ing has the buying
power.

National Representatives
Williams, Lawrence & Cresmer Co.
306 N. Michigan Ave. Chicago
225 Fifth Ave. New York

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely
in newspaper building design, man-
ufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

Millions of Dollars are Spent in the New England Market

The New England Market has a stupendous aggregate buying power. Millions of dollars were spent yesterday, millions of dollars are being spent today—and millions of dollars will be spent tomorrow.

Are You Getting Your Share?

If you are satisfied with the percent of this vast expenditure that is being used to purchase your products, then you already know the value of advertising in this list of newspapers.

If you are not getting your share the fault is obviously of your own making. You have failed to use the quickest, surest, safest, cheapest and most direct means of reaching the two million daily newspaper readers in New England.

Advertise in These Dailies

You cannot afford to procrastinate. Every day means big money to be won. Concentrate your efforts in the most effective and economical way by advertising in this list of daily New England newspapers. Spend your money wisely and it will

Earn Big Money in New England

MASSACHUSETTS—Population, 3,882,366			
	Circulation	2,500 lines	10,000 lines
**Attleboro Sun.....(E)	5,551	.0275	.0175
**Boston Globe.....(M&E)	284,901	.50	.50
**Boston Globe.....(S)	331,221	.55	.55
**Boston Transcript.....(E)	34,563	.20	.20
**Boston Post.....(M)	372,872	.60	.60
**Boston Post.....(S)	359,335	.55	.55
**Fall River Herald.....(E)	15,972	.05	.05
**Fitchburg Sentinel.....(E)	11,762	.055	.045
**Haverhill Gazette.....(E)	15,729	.065	.05
††Lynn Item.....(E)	16,640	.06	.045
††Lowell Courier-Citizen and Evening Leader.....(M&E)	21,207	.06	.06
**New Bedford Standard Mercury.....(M&E)	33,115	.10	.10
**New Bedford Sunday Standard.....(S)	27,552	.10	.10
**North Adams Transcript.....(E)	9,691	.04	.035
**Salem News.....(E)	21,325	.06	.07
**Tantton Gazette.....(E)	8,895	.045	.03
**Worcester Telegram-Gazette.....(M&E)	91,177	.28	.23
**Worcester Sunday Telegram.....(S)	51,734	.19	.16
MAINE—Population, 768,014			
**Augusta Kennebec Journal.....(M)	11,352	.05	.05
††Bangor Daily Commercial.....(E)	23,162	.06	.05
**Portland Express.....(E)	29,548	.10	.07
**Portland Telegram.....(S)	28,977	.10	.07
(Sunday Edition Express)			
NEW HAMPSHIRE—Population, 443,683			
**Concord Monitor-Patriot.....(E)	8,258	.0375	.025
††Keene Sentinel.....(E)	3,773	.036	.023
**Manchester Union Leader.....(M&E)	29,692	.13	.10
RHODE ISLAND—Population, 604,397			
††Newport Daily News.....(E)	6,273	.0336	.0296
††Providence Times.....(E)	26,921	.07	.07
††Providence Bulletin.....(E)	66,674	.17	(B).23
††Providence Journal.....(M)	35,668	.10	(B).23
††Providence Journal.....(S)	63,849	.15	.15
**Providence Journal.....(E)	27,006	.07	.07
††Providence Tribune.....(E)	23,211	.10	.09
**Westerly Sun.....(E&S)	4,657	.025	.025
**Woonsocket Call.....(E)	14,075	.05	.05
VERMONT—Population, 352,428			
**Barre Times.....(E)	7,121	.03	.025
††Bennington Banner.....(E)	3,104	.0125	.0125
**Burlington Free Press.....(M)	13,157	.05	.05
**Rutland Herald.....(M)	10,878	.04	.04
**St. Johnsbury Caledonian-Record.....(E)	4,046	.0214	.015
CONNECTICUT—Population, 1,380,631			
**Bridgeport Post-Telegram.....(E&M)	44,381	.15	.15
**Bridgeport Post.....(S)	20,910	.10	.10
**Hartford Courant.....(M)	32,459	.06	.06
**Hartford Courant.....(S)	52,769	.11	.11
††Hartford Times.....(E)	49,566	.12	.12
**Meriden Record.....(M)	7,506	.045	.03
**Middletown Press.....(E)	8,239	.0325	.025
††New Haven Register.....(E&S)	43,196	.12	.11
**New London Day.....(E)	11,761	.06	.045
††Norwich Bulletin.....(M)	12,592	.07	.05
**Norwalk Hour.....(E)	6,073	.04	.04
††South Norwalk Sentinel.....(E)	4,415	.025	.025
**Stamford Advocate.....(E)	9,867	.05	.04
**Waterbury Republican American.....(M&E)	23,467	.08	.08
**Waterbury Republican.....(S)	15,073	.08	.08

**A. B. C. Publishers' Statement, March 31, 1925.
 ††Government Statement, March 31, 1925.
 (B) Combination rate Daily Journal and Eve. Bulletin.

WASHINGTON PRESS TO MEET AUGUST 21-22

Developing Local Advertising Is Lead-Off Topic of Spokane Meeting—Election of Officers Aug. 22

The Washington State Press Association will hold its annual meeting in Spokane, Aug. 21 and 22, at the Hotel Davenport.

Speakers will include: Dr. Henry Suzzallo, president of the University of Washington; Dean M. L. Spencer, of the University of Washington, School of Journalism; Nathan Eckstein of Schwabacher Brothers, Seattle; and Dr. E. A. Bryan, Washington State College.

The delegates to the convention will be entertained by the publicity-tourist bureau of the Chamber of Commerce at a luncheon, August 22. The bureau is also cooperating with the convention

bureau in furnishing other entertainment. The program follows:

Friday morning, Aug. 21: "Developing Local Advertising," by E. L. Wheeler, editor, *Waitsburg Times*; J. K. Buchanan, editor, *Garfield Enterprise*; Guy L. Wetzel, editor, *Port Orchard Independent*; "Circulation—How to Get and Hold," O. H. Olson, editor, *Pasco Herald*; "Circulation,"—Fifty-Fifty," Thomas E. Dobbs, *Snohomish Tribune*; "Policies and Personalities," Frank M. Dallam, Jr., editor, *Kelso Kelsonian-Tribune*.

Friday afternoon: "Does Circulation Set the Advertising Rate?" by E. P. Murphy, *Entiat Times*; "How Much Shall We Edit?" by Dean M. L. Spencer, Seattle; "Political Limitations and the Danger Zone," J. C. Harrigan, *Colville Examiner*.

Friday evening: "Standard Policies in American Education" by Dr. Henry Suzzallo, Seattle.

Saturday morning, Aug. 22: Executive session and election of officers.

Saturday afternoon: Discussions led by J. M. Stoddard, *Waterville Empire-Press*, and E. F. Hultgreen, the *Sprague Advocate*; "If I were an Editor," Nathan Eckstein, Seattle. "An Educational Objective in Press and in College," Dr. E. A. Bryan, Pullman; "How to Keep Out of Jail," E. L. Skeel, Seattle.

NEW DAILY ANNOUNCED

Plan to Launch Statesville (N. C.) Evening Ledger Aug. 10

Publication of the *Statesville (N. C.) Evening Ledger*, a six-day afternoon paper, will be started Monday, Aug. 10, it was announced this week. R. S. Pickens was elected president of the Link-Pickens Company, publishers of the new daily. W. D. Turner was named vice-president and H. W. Link, former managing editor of the *Spartanburg Journal*, secretary-treasurer. Members of the staff have not been announced.

AUTO DAILY PICKS CHIEFS

D. W. Robinson Named Managing Editor, Boynton Detroit Editorial Manager

Don Wallace Robinson, at one time assistant advertising manager of the Chevrolet Motor Company and later advertising manager of the Samson Tractor Company, both divisions of General Motors Corporation, has been appointed managing editor of the *New York Automobile Daily News*, new automobile daily trade paper to be published by the Automotive Daily News Publishing Corporation.

Walter Boynton has been placed in charge of the Editorial Bureau of the paper in Detroit, with offices in the Kresge Building. Mr. Boynton for the past three years has been head of the publicity bureau of the General Motors Corporation, Detroit. Publication of the paper will start early in August.

SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

P. S.—The price will surprise you—agreeably.

HOE SEXTUPLE WEB PRESS

Printing all the usual combinations up to 48 pages, 7 or 8 cols. wide, 23 9/16 in. long.

For sale because replaced by a Decuple Press. In very good working condition. Can be seen not far from New York.

For details and price address

BAKER SALES CO.

200 Fifth Avenue, New York City

Many other good web presses for sale, both flatbed and stereotype plate machines, both for regular page and tabloid, some with extra colors.

Mediate Sale.

Welendorfer rotogravure press for newspaper and commercial work, only two years old, fully equipped with sheet delivery and folder, Cutler-Hammer direct current drive, lower end attachment, ten copper cylinders 33" to 52" circumference, 48" length, 8 extra rubber rollers. Splendid press for vari-sized commercial work. Must be removed immediately to make room for larger press. Cost \$13,500. Will sell for \$6,000 cash, F. O. B. cars. Write or wire Box A-725, Editor & Publisher.

Printers' Outfitters.

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale.

Several extra linotype magazines, all alike; can be used on either Models 5, 8, 14, 19, 25 or 26 linotypes; all in good working order; low price while the supply lasts. Baker Sales Co., 200 Fifth Avenue, New York.

For Sale—Cheap.

Used Goss Mat Roller for wet mats only. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

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



Write for Information Concerning

Wilke's Metal Insurance Plan

It Will Save You Money

Metals Refining Co.
Hammond, Indiana

Warehouses in Principal Cities

USED NEWSPAPER PRESSES

Scott. 16, 24 and 32 Page Presses

GOSS 24 page Press for black or color work.

HOE Quadruple, Sextuple, Sextuple color Press, 9 cylinder color Press, Octuple and Double Sextuple Presses.

Available For Early Delivery.

WALTER SCOTT & COMPANY

Main Office & Factory . . . Plainfield, N. J.
New York Office . . . Brokaw Bldg., 1457 Broadway
Chicago Office Monadnock Block



Some outstanding and exclusive features of The Goss Combination Wet and Dry Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 1 1/4 seconds; dry mats in 2 1/2 seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

MODERNIZE

your **COMPOSING ROOM** with **HAMILTON EQUIPMENT**
Made in both wood and steel.

Manufactured by **The Hamilton Mfg. Co.**
Two Rivers, Wis.

For sale by all prominent Type Founders and Dealers everywhere.

FOR SALE AT A BARGAIN PRICE

DUPLEX TWENTY PAGE PRESS with COMPLETE STEREOTYPING EQUIPMENT, including 16 turtles, 20 chases.

Wire us if you are looking for a complete press and stereotyping equipment at an unusually low price.

The Booth Publishing Co.
2500 Buhl Building
Detroit, Mich.

Hoe Quick-Lock-Up Flat Casting Mould

The throwing of a single Lever locks this Hoe Flat Casting Mould which is carefully designed and constructed for perfect Balance as well as Quality and Durability.

Made in three sizes—five, seven and eight columns.

If It's a Hoe, It's the Best.



R. HOE & CO., Inc.
7 South Dearborn Street,
CHICAGO, ILL.

504-520 Grand St., N. Y. City
Also at **DUNELLEN, N. J.**
7 Water Street, BOSTON, MASS.

THE MARKET PLACE OF THE NEWSPAPER

5c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

30c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

10c per word per insertion, cash with order, for advertisements under any other classification.

60c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Manager—Business Manager.
Experience large and small newspapers; past ten years advertising manager important daily, 30,000 circulation. Exceptional record for accomplishment; continuously successful. Wish to change where future holds greater opportunity. Age 39; married. Address Box A-679, Editor & Publisher.

Advertising Solicitor.
Age 30, experienced on regular accounts, special edition, business pages, classified and cooperative advertising. Who has shown excellent results and can show proof of producing ability. Now employed on combination daily. Seeks connection in the South (prefer Florida). Will consider salary or commission. Address A-710, care Editor & Publisher.

Advertising Solicitor.
Now employed. Age 25, 5 years' experience. Associated with one concern 4 years. Best of references. A-717, Editor & Publisher.

Builder.
Making big paying papers out of small city dailies is my business. I have two successes to my credit in the last five years as editor, etc. My present salary being far too large for small paper, will contract for an interest and living wage. Will invest few thousand to show faith. Meet me in New York or Philadelphia. Address Box A-722, Editor & Publisher.

City Editor.
Married, 28, desires position on small daily in desirable town. Plenty experience. Write Box A-720, Editor & Publisher.

Classified Manager—
on paper of 10,000 has outgrown his present connections and desires larger field. Thoroughly experienced in every phase of classified. For further particulars address Box A-724, Editor & Publisher.

Editorial Writer.
Progressive tendencies, five years news and editorial experience. Well versed in current events. Wants position on paper of 60,000 or more circulation. An interesting writer. Address Box A-672, care Editor & Publisher.

Editorial Writer.
Traveled, educated, keen observer. Experienced in producing interesting editorial comment. Age 33. Medium city preferred. Staff is good and worth good pay. A-711, Editor & Publisher.

Experienced Newspaper Man
wants connection with newspaper over 10,000 circulation; will do for you what he has done for himself and others—build from the ground up, every department, and in three years make a live, pulsating, public service medium, build a local and far-reaching good-will and increase all avenues of revenue. Address in confidence, A-709, Editor & Publisher.

General Desk Man.
Thorough editorial department man with experience on telegraph, city and news desks. Good references both as to character and ability. Box A-726, Editor & Publisher.

Situations Wanted

Seasoned Desk Executive
who has made good as managing editor through ability to handle men, get out a snappy, up-to-the-minute newspaper and keep down expenses. Age 35, married, dependable. Box A-727, Editor & Publisher.

Newspaperman
Experienced in all branches, wants to buy controlling interest in live weekly. Will take over entire management. East preferred. A-716, Editor & Publisher.

Reporter.
University graduate with six months' experience wants work on small Eastern daily. Willing to start at small salary. Good at feature work. A-719, Editor & Publisher.

Results Count!
For the past four years I have been getting results on the second newspaper. Thoroughly familiar with boy and men methods and all phases of circulation promotion. Hire me on my past record of fifty percent daily gain and 240% Sunday gain past two years and I will show results for you. Now is the time to get ready for Fall. Will be available in a week. Box A-723, Editor & Publisher.

Young Lady
wants job as feature writer or society editor. Two years' experience in town of 45,000. University training. Can furnish splendid credentials. Possesses youth and enthusiasm. A-712, Editor & Publisher.

Writers.
Writers located in economic centers, agriculture, manufacturing, mining, etc. Citizens, independent and of good standing in respective communities, willing to take hold in idealistic proposition with business basis. Confidential both sides. Address Co-Ordin, Inc., Box A-707, Editor & Publisher.

HELP WANTED

Executive.
South for conservative financial publication with profitable possibilities, investment required to cover his own activities in building circulation or advertising. A-718, Editor & Publisher.

Newspaper Artist Wanted.
St. Petersburg Times, St. Petersburg, Florida, wants first-class newspaper artist. One who can make layouts and do run of office work. Permanent. Write, giving details and salary expected to J. W. Falconnier, managing editor.

Wanted.
Experienced advertising salesman, must be able to write good copy and sell it to big and little stores. Stiff competition, evening papers thirty thousand city. State age, salary wanted. A-721, Editor & Publisher.

Wanted.
Travel, resort and school space salesman executive by large New York City daily. Must have well established connections with advertisers and agencies in New York City territory. Attractive salary and bonus to man whose past accomplishments indicate his fitness for a real man's sized job. Outlining experience, earnings, age, etc. Address A-714 Editor & Publisher.

Wanted At Once.
High-class advertising salesman, suitable personality and ability to become Business Manager. References. Tell all first letter. Quick action. Financial Journal, St. Petersburg, Florida. Box 270.

John P. Looney Found Guilty

John P. Looney, former publisher of the *Rock Island* (Ill.) *Daily News* was found guilty July 31, of conspiracy to protect gambling on one of ten indictments returned against him in 1922, and sentenced to serve from one to five years in the penitentiary. One of the remaining nine indictments charges him with the murder of William Gabel, a saloon keeper, slain July 31, 1922. The prosecution resulted from Rock Island's vice war of three years ago during which Looney's son, John Conner Looney was killed. Four men were convicted for this crime.

BUSINESS OPPORTUNITIES

Business Opportunity.
Young man either specialized in news or advertising can join others in evening daily in Oklahoma—city of ten thousand—county seat. Oil and agriculture. Must invest from three to five thousand dollars. Action must be taken at once as this deal is to be closed soon. Address A-708, Editor & Publisher.

Capital Wanted.
Trade publication, long established and self-sustaining, wants \$25,000 for promotion and expansion; now planning new publication in lucrative field. A-715, Editor & Publisher.

For Sale.
Daily Ohio Newspaper. Real buy. Write A-713, Editor & Publisher.

Monthly Business Paper,
established ten years, for sale, with real estate and plant, for \$750,000 cash; owner draws \$36,000 salary; net profit will justify price; retiring account age. Harris-Dibble Co., 345 Madison Avenue, New York.

HOLDS "FLYING PASTER" PATENT IS INFRINGED

Master's Report to U. S. Court in Favor of Kohler Bros. to Be Contested by Cline and Westinghouse Companies

Another step in the litigation over the ownership of the "flying-paster" patented devices used on high-speed newspaper presses was passed recently when a master in chancery appointed by the U. S. District Court in Northern Illinois reported to the court that U. S. Patent No. 1,124,673, issued Feb. 12, 1915, and owned by G. A. Edward Kohler of Chicago, was infringed by the Cline Electric Manufacturing Company, Westinghouse Electric & Manufacturing Company, the *Chicago Tribune*, and others.

The Cline Electric Manufacturing Company, in a statement to EDITOR & PUBLISHER this week, declared that a report believed to, have been circulated by Kohler Brothers to the effect that the latter had won the suit was "misleading and not in accordance with the facts."

"No decision has been handed down by the court," the statement reads.

"The facts are that a master has made a report to the court. This report will be answered and objected to by the Cline Company, and arguments will be made before Judge Wilkinson of the U. S. Court of the Northern District of Illinois, who will hand down the decision of the court in due time.

"The Westinghouse Electric & Manufacturing Company, which has guaranteed purchasers of Cline roll stands against loss due to patent litigation and is defending the suit in question, is still furnishing the same guarantees. This shows its confidence in ultimately winning the case."

The "flying paster" patent provides a reel for each press, each reel carrying three rolls of paper. The roll which is feeding the press is provided with two belts which are driven by the press. Paste is applied to the loose end of the next roll in series and when the feeding roll is nearly exhausted the reel is rotated so that the belts are brought into contact with the new roll. The pasted end of the new roll, when it is set in rotation by the belts, comes between the belts and the web of the exhausted roll and is attached to the latter firmly and without stopping the press. Printing continues from the new roll. The core of the exhausted roll is removed and a new roll placed on the reel without interruption of operations.

The question now is "Is beauty skin deep or knee high?"—*Columbia Record*.

FOR SALE

Owner with other interests will sell daily in Virginia city of 10,000 on very reasonable terms. Fine opportunity for quick buyer.

For details write

PALMER, DEWITT & PALMER

350 Madison Ave., New York City
Telephone: Murray Hill 8237

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

NEWSPAPER BUSINESS AND ADVERTISING MANAGER WITH REAL RECORD seeks change from untenable position. Six years business advertising manager Eastern daily of 50,000. Five years similar capacity larger daily; more than doubled local and foreign advertising. Several years publisher 30,000 daily. Has successfully handled labor difficulties. Inspiring personality. University graduate. Our No. 5152.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

CIRCULATORS DRAW UP FALL PROGRAM

Inter-State Committee Outlines Twelve Topics for Discussion at the Wilmington Meet On September 15

Officers and the program committee of the Inter-State Circulation Managers' Association met in Philadelphia last week to arrange a program for the fall meeting of the group to be held in Wilmington, Del., Tuesday, Sept. 15.

Twelve prepared topics with general discussion upon each were decided upon. They are:

1. How far should a newspaper go in telephone service to the public?
2. Postal and baggage rates.
3. What advantage does a newspaper gain by increasing or decreasing the size of its type and what effect does it have on circulation.
4. Mail subscribers—What are better methods of securing them and what is a fair percentage of renewals?
5. Which is more costly to handle—mail subscriptions or dealers?
6. What can be done to overcome the Saturday slump in sales?
7. Motor truck transportation.
8. How to best develop a carrier into a promotion man.
9. The A. B. C.
10. Circulation from an advertiser's viewpoint.
11. Evolution of a Newspaper's circulation department.
12. The three essentials—promotion, collection, service.

A meeting of the officers and board of directors is scheduled for Monday evening, preceding the convention.

C. T. Buck, circulation manager of the *Lancaster* (Pa.) *New Era*, is president.

Every Big Newspaper Publisher

READS THIS PAGE

DOLLAR PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

The *Daily Oklahoman* and *Oklahoma City Times* have succeeded in starting a series of advertisements which have all the qualities of feature stories. They are called picture trips. A layout of the different processes used by one of the city's industries is used. Accompanying the spread is a narrative explaining the working of the company and its good to the community, ending with an invitation to visitors for inspections. These pages have proven most attractive advertisement. Gerald Forbes, Oklahoma City.

Automobile campers will be going out from almost every town for the rest of the season. Get some of these to write back to you a weekly letter describing his route and his experiences. Print the letters in a prominent place and surround them by advertisements of dealers in camping and touring supplies and automobile accessories.—T. A. Hulbert, *Winsted* (Conn.) *Evening Citizen*.

"The Seven Years' Test" would make a striking title for a page or section devoted to an article showing that seven years is the estimated average life of a retail business under one management, and to institutional advertisements of firms that have successfully weathered the required number of business years, or more.—Fremont Kutnewsky.

Every day among the classified advertisements of the *Seattle Post Intelligencer* there appear six auto license numbers. The owners of these numbers are supplied free of charge by the *Post Intelligencer* with ten gallons of gasoline at any service station of a certain company in Seattle. The numbers are selected at random, without reference to the owners of the cars registered.—C. M. L.

The "Dress Well and Succeed" campaigns having been supported chiefly by retail clothiers, it seems that merchant tailors would be in line for a co-operative campaign under the slogan: "Wear Tailored Clothes for Fit." The advertisements need not be large, should not be noisy, but could run for a long time.—Fremont Kutnewsky.

The *Los Angeles* (Cal.) *Times* is staging what it calls its "Community Clearance Sale" in its want ad section. A full-page advertisement in one of the news sections of the Sunday Times calls the readers attention to the Want Ad section and the "Community Clearance Sale." Lineage has been materially increased by this "sale."—Harold J. Ashe.

For a laugh story on some dull day, let a reporter go to a couple of churches and theatre, a street railway office and the

waiting room of a passenger station to find out what folks forget to carry away with them. Everything from diver's suits to old boots and umbrellas will probably make up the collection. Particularly amusing is the type of articles left in church pews.—A. C. Regli, Riverside, Calif.

"Hoboic Hobnobs" is the title given a daily half column feature in a paper published in a small city of Northern Pennsylvania. Experiences related to the reporter by hoboes, and hangerons around railroad stations and a tourist camp, furnish ample material in this particular instance. More often than not the story is given a humorous slant, although it is not unusual to uncover a real "sob" story.—Paul M. Wildrick.

Tomatoes at 25 cents a pound, \$15 dollars a bushel, were found to be the most popular vegetable on the market at Logansport on July 4 while six weeks later the sale at the rate of one dollar a bushel was slow. Vegetable dealers say this is following out the condition whereby people are the most desirous of that which is the most difficult to secure. This condition exists with other eatables for the in and out season demand. How is it in your city?—Lewis Hyman.

One of the best ways for a newspaper to get into contact with its readers is to have one or more reporters, preferably young women, call at the homes to secure personals or other items which go into the making of the small-city daily. Tips for feature stories will often be obtained and the visits will have the effect of creating greater friendliness for the paper. The plan has been successfully worked in a city of 100,000.—J. Harrison Reed.

Most girls in their senior year at high school and college spend much time soliciting contributions to their "Memory Book" or "Girl Graduation Book." You may recall the days when you also wrote witty messages of parting and prophecies in some pretty co-ed's GG book just before commencement day. Why not run a typical "Memory Book" as a feature? It would be amusing to the older readers as well as attract the students.—David Resnick, *St. Louis Star*.

It's a good thing that Darwin didn't discover the law of gravitation, for if he had done so the scientists would be up against some law prohibiting water from running down hill.—*Cleveland Times*.

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



HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

BECAUSE husbands allow important invitations to rest forgotten in desk pigeonholes, at the office, or in coat pockets, the Athens Women's Club adopted and forwarded to the local postmaster a resolution asking him to discontinue the custom of delivering letters addressed to "Mr. and Mrs." to the offices of their husbands. The women would have them delivered to the residence of "Mr. and Mrs." The local postmaster should be good for an interview on the subject.—L. J. Jellison, Dubuque, Ia.

A few years ago when Emile Coué was in this country some miraculous cures were reported made by him in the cities which he visited. If he was in your town, go thru the files and dig out the names and addresses of those who believed themselves cured at that time and send a man out to interview them and find out how permanent the results were.—Bruce Cole.

Are pests that usually do damage to growing crops as noticeable this year as in former seasons? Farmers of Cass county, Indiana, report that they have been bothered but little this season with worms and bugs against which they usually must put up a stiff fight. Weather conditions are the cause, experts state.—Lewis Hyman.—*Logansport* (Ind.) *Pharos-Tribune*.

Your readers will be surprised when they read what is served to prisoners in your jail on a single day. Sometimes the low quality and small quantity of food is the feature of the story and at others

the high quality and good quantity will be the feature. Some sheriffs pride themselves on the fact that they feed prisoners the same food that they have on their own table.—Yandell C. Cline.

The *Salt Lake City Tribune* has a feature in which all classes, including public officials, are invited to discuss city traffic problems. Some most interesting and useful contributions are being printed daily.—Fred L. W. Bennett.

NOW READY!

A New Reader-Riveting Daily Serial by

Mildred Barbour

The story of a woman who had always had what she wanted and of a man who never counted the cost, in

"HEARTS ADRIFT"

Order Now

Metropolitan Newspaper Service

Maximilian Elser, Jr., Genl. Mgr.
150 Nassau Street, New York City

The First White Woman

in the Forbidden City

by Madame David-Neel

First Publication of the Woman Explorer's Thrilling Story

Six Illustrated Pages Immediate Release Wire for Samples

The McClure Newspaper Syndicate

373 Fourth Avenue, New York City

"SKIPPY"

By PERCY CROSBY

The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.

A feature you can't afford to miss

JOHNSON FEATURES, Inc.

1819 Broadway, New York, N. Y.

WIRE NEWS

For Evening and Sunday Newspapers
International News Service
World Building, New York



STEP WORD PUZZLES

By ARTHUR WYNNE

Father of Modern X-Words invents and patents new popular bit. Get it via—

KING FEATURES SYNDICATE, Inc.
241 W. 58th St. NEW YORK CITY

Thomas W. Briggs Company

Memphis, - Tenn.

Originators of the Permanent Weekly Business Review Page

Look us up in Dun or Bradstreet's

Fifty-Eight Per Cent of Pennsylvania's Population

Pennsylvania has 170 cities of over 5000 people in which is located fifty-eight per cent of the population. Think what this means to you, Mr. Advertiser. It means that these prospective buyers of products—nearly 5,000,000—are close to the retail outlets for your goods. So close, in fact, that you are sure to get quick response to your advertising—if it is placed in the newspapers listed on this page.

These dealers maintain service and promotion departments which will go to great effort in assisting the National Advertiser to secure widest distribution possible.

These departments have done most to waken the spirit of progress throughout the thousands of Pennsylvania wholesalers and retailers.

This is real service—the way they do things in Pennsylvania. Take advantage of it and notice how the sales will increase.

Make the following dailies the Keystone of the campaign in the Keystone State. Figure out the circulation and rate, and you will be agreeably surprised at the comparatively small cost.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
**Allentown Call(M)	29,545	.10	.10	**Scranton Times(E)	43,200	.12	.11
**Allentown Call(S)	19,382	.10	.10	**Sharon Herald(E)	7,514	.0285	.0285
††Beaver Falls Tribune(E)	6,033	.03	.03	Stroudsburg Record (E) Press....(M)	8,978	.045	.045
††Bloomsburg Press(M)	7,400	.029	.029	**Sunbury Daily Item(E)	4,564	.025	.021
**Chester Times(E)	16,576	.055	.055	**Warren Times-Mirror(E&M)	8,780	.04	.04
††Coatesville Record(E)	6,650	.035	.03	**Washington Observer and Reporter(M&E)	17,181	.06	.06
**Connellsville Courier(E)	6,233	.02	.02	††West Chester Local News.....(E)	11,252	.04	.04
**Easton Express(E)	22,416	.07	.07	**Wilkes-Barre Times-Leader(E)	24,374	.08	.06
**Erie Times(E)	27,456	.08	.08	**Williamsport Sun(E)	20,149	.07	.07
Harrisburg Telegraph(E)	40,022	.095	.095	††York Dispatch(E)	19,139	.05	.05
††Hazleton Plain Speaker....(E)	19,680	.07	.06				
††Hazleton Standard-Sentinel.(M)	19,680	.07	.06				
**Mount Carmel Item(E)	4,581	.025	.021				
**Oil City Derrick(M)	6,377	.035	.035				
**Pottsville Republican and Morning Paper(E&M)	16,109	.08	.07				

**A. B. C. Publishers' Statement, March 31, 1925.
††Government Statement, March 31, 1925.

The PROGRAM *of the* TELEGRAM

THE NEWSPAPER may be likened to the leader of an orchestra, whose function is also to select the program and to interpret the music.

The daily program of the Telegram is made up to go into 200,000 homes—to be read by all the family. News that is fit to read, interesting, informative special articles, editorials and departments in charge of those who speak with authority in their respective spheres.

The advertising matter in the program of the Telegram largely directs the daily purchases in these homes. Ninety-seven per cent of them are in Greater New York. **CONCENTRATED CIRCULATION!**

The New York Telegram

Publication Office — Telegram Square

New York City

Eastern Representative

DAN A. CARROLL

110 East 42nd Street
New York City

Western Representative

J. E. LUTZ

Tower Building
Chicago, Ill.

