



EDITOR & PUBLISHER



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Advertising and Circulation Forces In Drive to Rout Summer Slump Bugaboo

Seasonal Lassitude Declared to Be Largely State of Mind—Newspaper Executives in Many Offices Tell What They Are Doing to Overcome Illogical Business Reaction in June, July and August—Excellent Linage Showings Are Reported

WHY a Summer slump in the newspaper business?

Two weeks ago EDITOR & PUBLISHER asked this question editorially, citing the fact that the midsummer relaxation does not reflect economic conditions in this country, as business proceeds in hot weather as usual in many lines, 36 out of 85 leading businesses actually showing peak year volume of trading in June, July and August. It was further pointed out that people, possessing greater leisure often read newspapers more completely in Summer months. In short, there is no real business logic in the customary average decline of one-third in newspaper advertising linage in mid-summer.

A large number of newspaper advertising executives and circulation managers have responded to EDITOR & PUBLISHER's suggestion that business be prodded with a sharp stick in June, July and August to hold normal linage averages.

What are newspapers doing to maintain normal business conditions in June, July and August? This question is answered in many of the communications received by EDITOR & PUBLISHER this week as follows:

Louis Wiley, business manager, *New York Times*, said: "We have found that it is unnecessary to make any special effort to develop business to prevent a big summer slump, if a special effort is made to maintain circulation.

"Make your paper available to people traveling, is, I believe, one fundamental rule for preventing a slump in circulation during July and August.

"We have followed that rule carefully this year. For the first time we solicited and obtained subscriptions for the Times from the leading hotels in all important cities of the world where Americans are apt to be visiting. We also conducted a special drive the result of which has made it possible for people to obtain copies of the Times at all principal hotels and newsstands in large cities of the United States.

"This summer, in order to hold up circulation, we have also started special rotogravure supplements, which are distributed with the Sunday Times in Westchester county, Long Island, and New Jersey."

"The *Washington* (D. C.) *Star* does not suffer a serious business summer slump," said Fleming Newbold. "As an evidence of business activity during last July, August and September the Star's advertising volume was only three per cent less than during the months of January, February and March. There is an indication of greater summer activity than usual this year. June's business was 16 per cent over last year only the rich and ultrafashionable leave Washington for the summer. There are 750,000 people within the city and trading area, dependent

FIGHTING SUMMER LET-DOWN

EDITOR & PUBLISHER advertising statistics show that last year in 25 leading cities of the United States linage totals for July and August were approximately one-third below those for October of the same year.

This was in the face of the fact that 36 out of 85 principal lines of business in the United States enjoyed their peaks of trade in the months of June, July or August, or all three of the mid-summer months.

It is the experience of many newspapers that the so-called summer slump, both in the advertising and in the circulation departments, can be largely or completely overcome by energetic and intelligent staff work.

Mid-summer relaxation does not reflect general business conditions so much as it does the enmi, fatigue, lassitude or hot weather let-down of selling forces, in the opinion of many newspaper executives. Instead of coddling of this futile psychology enterprising managements are using strong measures to discourage it.

The mid-summer reaction in the newspaper business is being vigorously attacked this year, as communications from many advertising and circulation managers in this issue of EDITOR & PUBLISHER testify.

upon the nation's capitol for their needs, whose homes are open throughout the entire year. This population is greater than that of any one of thirteen states and is thoroughly covered by the Star's delivery system."

W. W. Hawkins, of the Scripps-Howard general management, said: "The phrase, 'summer slump,' ought to be eliminated from the newspaper lexicon. There are many busy, thriving cities in the world where it is warmer all the year round than in any important city in the United States in August.

"If a newspaper man talks about a 'summer slump' and prepares himself for it, he surely will get it. It is almost entirely psychological.

"The Scripps-Howard newspapers throughout the country have shown the greatest gains in their history this year. June was one of the greatest months the concern has ever known. July is starting off like a record breaker. All it takes is a little forethought and planning to kill the idea of a 'summer slump' and convince everyone that this is the best time of the year for creative competitive work. People who are busy seldom have time to complain about the heat; loafers love to talk about it."

F. E. Tripp, general manager of the Gannett Newspapers said: "The Gannett Newspapers discovered last summer that the so-called summer slump to a certain extent is the result of a mental attitude on the part of the solicitors of the

advertising departments. By enthrusting our own departments we were able to make a considerably better showing.

"This year we are repeating the same idea and making special drives on seasonable summer copy such as electric refrigeration, ice cream, travel resorts and the like. We also have had considerable success in one of our cities with a campaign waged by the ice men competing electric refrigeration, also general publicity campaigns carried by local retailers against the increasing competition of house-to-house selling which seems to multiply in the summer months through the activity of students and the increased summer sale of women's underwear and hosiery."

Frank Carroll, advertising manager of the *Indianapolis* (Ind.) *News*, said:

Special selling effort has been placed during the past two or three months upon advertisers whose business is logical for summer development. Our trade paper advertising is continued regularly, regardless of the seasons. Last year was the high linage record of the *Indianapolis News*, but the first six months of this year surpassed the same period of last year. In June our national linage was phenomenal, considering the season. It was increased sixty-eight per cent over June, 1925 and the increase looks good to continue during the balance of 1926."

S. E. Thomason, *Chicago Tribune*, said: "We are all working with our coats off, getting unusually satisfactory

results, and there's no story in that. This summer slump in newspaper offices is largely a mental holiday."

W. F. Schmich, of the Baltimore "Sunpapers" said: "We are experiencing no mid-summer slump. Our business shows a ten per cent increase over the same period last year. Our morning and Sunday papers have had an increase of 86,481 lines and the Evening Sun has increased 139,904 lines. The total volume of the morning and Sunday Sun in June was 1,530,608 lines while that of the Evening Sun was 1,565,613 lines. July started off in good shape, national business being exceptionally strong and the local showing good. Classified is holding its own, although real-estate classification is very much off this summer."

E. M. Carney, editor of *Exchanges* and supervisor of promotion of the Hearst newspapers said:

"Ever since last fall, all the Hearst Newspapers have been preparing to beat the 'summer slump' in 1926. Ways and means of doing this have constituted valuable contributions to our house organ, *Exchanges*, all through the winter and summer months.

"The current issue of *Exchanges* might be called the 'Anti-Summer Slump Number' because the leading article and other contributions tell how to Beat the Bugaboo!"

"One of our papers is using statistics to prove that business is good and that the 'Summer slump' is only a state of mind.

"Another paper has sent out handsomely printed 'invitations' to its advertisers to participate in the profits that accrue to advertisers who maintain full schedules during June, July and August."

"Others are putting out various forms of promotion; and in many cases, summer vacations are going to be taken in the winter!"

"The 'summer slump' bugaboo has received a great deal of attention in the Hearst Organization and it looks now as if we have it licked before it gets here!"

F. I. Archibald, advertising manager *Lincoln* (Neb.) *Star*: "About 13,000 student population leaves Lincoln during three summer months, curtailing store advertising, but we keep our linage up and our organization active on special pages and sections. We have been averaging about eleven special pages per week and publish the last of each August our annual review, State fair number, of about 120 pages. Through these efforts we have been showing increases in local, national and classified each month for the past several years. Outdoor parks, iceless refrigerators and resort and travel pages have assisted materially in our linage increase."

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U. S. MAY CITE PAPERS PRINTING FRAUD ADS

New Trade Commission Rules Expected Dividing Responsibility for Fake Copy Between the Publisher and Advertiser

Equal responsibility for false or misleading advertising may soon be placed by the Federal Trade Commission upon newspaper and periodical publishers on one hand, and the advertiser and advertising agency on the other.

The Commission has under serious consideration the adoption of a new policy by which such responsibility would be divided between those who accept and those who place "fake," "quack," or otherwise fraudulent advertising.

While members of the Commission were chary this week about discussing the new rules governing advertising which are already partly formulated, it was learned authoritatively by EDITOR & PUBLISHER such rules are likely to be made public within a week or two.

It is understood the Commission feels the adoption of such rules would be in accord with the policy long advocated by those newspaper and periodicals which maintain an unrelaxing vigil over their advertising columns to prevent false or misleading advertising from creeping into them.

Several of the Commissioners are confident the proposed rules would meet with the approval of these newspaper and periodical interests, and would accomplish much toward stamping out not only objectionable advertising matter but the low-grade publication that is its medium.

Heretofore the Commission has only cited the concern or individual using "fake" or misleading advertising to misrepresent some article placed on the market. Those accepting such advertising have thus far escaped the commission's condemnation except indirectly. The Commission believes that if it were to deal equally with all parties to a false or misleading advertisement it could do much toward discouraging a practice which it knows has the strongest disapproval of legitimate publishing and advertising interests.

The Commission had not intended its plans with respect to "unclean" advertising as opposed to "clean" advertising to become public at this time, as it is not yet prepared to announce them, but the fact that it is contemplating dealing with false and misleading advertising with what it believes will be a more effective method than heretofore employed by it leaked out at the National Capital.

Approached by EDITOR & PUBLISHER, members of the Commission admitted such plans are now nearing completion, and expressed confidence when they are known and explained fully they will meet with the unqualified approval of those publishing and advertising interests to which, of course, the new rules cannot be applied as they are aimed only at the unscrupulous publisher who may not care what kind of advertising pours money into his till.

Harrop Buys Share in Daily

L. C. Harrop, recently Southern division business manager of the United Press with headquarters at Atlanta, has purchased an interest in the *Manistee* (Mich.) *News-Advocate*, evening paper, and will act as business manager. Harry W. Musselwhite, from whom Harrop acquired his interest, will direct editorial activities.

Percy Hammond Ill

Percy Hammond, dramatic critic for the New York Herald Tribune, who has been seriously ill as the result of an infected tooth, is recovering slowly. The infection from the tooth spread to his throat and Mr. Hammond was taken from his home at Easthampton to the Southampton Hospital, on June 27, where several operations were performed. He was reported resting comfortably on July 8.

GANNETT IN KANSAS CITY

New York State Publisher to Bid for Daily Star

Frank E. Gannett, owner of the Gannett string of papers in New York State, arrived in Kansas City, Tuesday, to bid for the *Kansas City Star*.

He said he had not decided what price he will offer. Mr. Gannett was accompanied by John McConnell, Chicago; Raymond H. McKinney, New York; Frank E. Tripp, Rochester, and Stanton Griffis, New York.

DAILY SPENDS \$2,000 TO SOLICIT STORE

Brooklyn Eagle Buys Full Page Space in New York Times to Ask Gimbel Brothers for Its Business—New Departure

Merchants along Fifth Avenue, New York, were interested this week when the *Brooklyn Daily Eagle* purchased \$2,000 full-page space in the *New York Times* to solicit the advertising of Gimbel Brothers, New York department store.

Instead of playing up the usual generalities found in newspaper advertisements, the Eagle addressed its full page directly to Gimbels, which has not been advertising in the paper.

"We have chosen this as the most efficient means to place a message simultaneously before the various members of your organization," the text of the advertisement began. "We know it would be most profitable for you to give Eagle readers the opportunity to follow your advertising in their favorite newspaper."

Then the story of the Eagle's market territory and its sales arguments were presented in detail in six tightly packed columns.

Sheldon Coons, advertising director of Gimbels, declined to be quoted regarding this new departure in solicitation, when questioned by EDITOR & PUBLISHER.

"The advertisement naturally will be applicable to other department stores than Gimbels," Robert V. Titus, advertising director of the Eagle said. "We consider the expense worth while. Addressing the message directly to one group of stores and in a way in which one of our representatives would tell it were he calling at Gimbels or Saks in person, is at least, we think, refreshingly new."

The idea originated with Harry Madden of the Eagle's New York office.

PROBE MARKET TRENDS

A. N. A. Announces Keynote of Annual Convention Set for Nov. 8-10

New tendencies in marketing will be the keynote of the annual convention of the Association of National Advertisers, it was announced this week by Robert K. Leavitt, association secretary. Sessions will be held Nov. 8-10 at some eastern city to be selected later.

Special effort will be made to bring out present day views on questions relating to distribution and to advertising as a factor in distribution. The newer tendencies of advertising, selling, market analysis and general distribution will be presented to show that "advertising is neither a sacred business nor a cure-all for distribution ills, but a sound marketing method," Mr. Leavitt said.

William A. Hart, director of advertising of the E. I. du Pont de Nemours & Co., has been appointed chairman of the convention program committee.

Arthur H. Ogel, advertising manager of the Wahl Company, has been elected to fill the unexpired term on the A. N. A. board of directors of W. S. Ashby, resigned.

The association's executive committee has appointed Mr. Leavitt to represent the A. N. A. on the Advertising Commission of the International Advertising Association for the next three years. E. T. Hall, Ralston Purina Company, and A. N. A. president, will also represent the Association.

N. Y. PUBLISHERS AND TAMPA TRIBUNE BUYS TYPOS FAIL TO AGREE MORNING TELEGRAPH

Meetings Adjourned July 7—Contract Expires July 1—Printers Ask \$6 a Week Increase and 6½ Hour Day—Owners Ask Reductions

Negotiations for a new contract between the Publishers Association of New York City and Typographical Union Number Six are temporarily at a standstill.

Meetings between the two groups, which began June 1, were adjourned July 7, subject to the union's call. The present contract bears an expiration date of July 1, but contains a continuing clause, providing for *status quo* conditions until an agreement is reached or other action is taken by the International Typographical Union.

Leon H. Rouse, union chief, declined comment on the adjournment, pending a special meeting of the union to be held at Star Casino, New York, Sunday, July 11. Fred A. Walker, publisher of the *New York Telegram*, and chairman of the publishers' association, was likewise silent.

The printers are asking an increase in wages of \$6 a week and a six and a half hour day. The owners have countered with demands for a reduction in pay and return to eight hour shifts. The wage reduction sought by the newspapers amounts to about \$2.40 a day.

The contract under discussion became effective January 1, 1924, and provided for semi-annual increases in pay of a dollar a week.

Workers on day shifts were paid \$58 a week from January 1 to July 1, 1924; night men \$61, and "third shifts" \$64. At the present time day men are getting \$60 a week, night men \$63 and "third shifts" \$66.

Reporter on Airplane Trip

Bruce Gould, staff reporter of the *New York Evening Post*, was granted a week's leave of absence this week to accompany Capt. Homer M. Berry, who took off from Roosevelt field, L. I., July 7, for a cross-country flight to Seattle, Wash., in a new Sikorsky, Pullman biplane. Gould intends to stop off at Des Moines, Ia., his home town. He formerly was associated with the *Des Moines Register*.

CUTS SUBSCRIPTION RATES

Decreased Cost of Production Cited by Huntington Advertiser

HUNTINGTON, W. Va., July 5.—Decreased cost of production and ability to handle a larger volume of business because of completion of a new plant and installation of new equipment is assigned by Luther T. Long, publisher of the *Huntington Advertiser*, afternoon daily, for a cut in subscription rates amounting to about 50 per cent.

The new rates are 10 cents a week by carrier and by mail, two cents a copy on week days and five cents a copy on Sunday. The old rate was 20 cents a week, three cents a copy on week days and seven cents a copy on Sunday. Announcement will soon be forthcoming, Mr. Long said, of improvements in news, editorial and feature service.

"The rates which have been in effect for the past few years," Mr. Long said, "were dictated by necessity. Under the stress of war, the price of white paper ascended to unprecedented levels and at the same time production costs in general soared. It was an experience typical of every other line of industry at the time. The Advertiser was compelled to advance its subscription rates."

"An important factor in the decision to cut the prices of the advertiser to the public is the new home in which it is published."

George C. Gardiner is circulation manager.

Latter Daily, Owned by W. O. Stovall, Suspended with Issue of July 3—Plant to Be Sold

The *Tampa* (Fla.) *Morning Telegraph*, first issued Oct. 11, last year, was purchased by the *Tampa Tribune*, July 2, and its last issue appeared July 3.

The Telegraph was owned by the Gulf City Publishing Company, organized by W. O. Stovall, son of W. F. Stovall, former owner of the Tribune, immediately following the sale of the Tribune by the latter to its present owners. While W. F. Stovall was not actively known as one of the owners of the Telegraph, he financed the paper and, two months ago, took direct personal charge.

Purchase by the Tribune included only mechanical equipment and circulation. The price paid was virtually the inventory cost of equipment, it was stated. The Tribune will dispose of all equipment with the exception of the engraving plant, which it will operate.

The sale of the Telegraph ends the long newspaper career of W. F. Stovall, covering 35 years in Florida. Under the terms of the sale, neither Col. Stovall nor his son can engage in newspaper or other publishing business in Tampa for 25 years.

No changes will be made in the executive personnel of the Tribune, E. D. Lambright continuing as Editor and J. S. Mims as general business manager. S. L. Frisbie, former general manager of the Telegraph returned to the Tribune several weeks ago as advertising manager.

The transaction restores the Tribune to occupancy of the Tampa morning field which it has held for 33 years with the exception of the eight months' existence of the Telegraph.

Col. Stovall, in a telegraph statement to EDITOR & PUBLISHER said:

"When I sold the *Tampa Morning Tribune* in June, 1925, to a syndicate of local business men for \$1,200,000, I made up my mind to retire from the trying and exacting vicissitudes of journalism. Up to this time I have not changed my plans. I have never owned one penny's worth of stock in the *Tampa Morning Telegraph*. My son, W. O. Stovall and 30 other former employes of the Tribune organized the Telegraph and I loaned them \$200,000, for two years without interest in order to assist them. The Tampa field is not ripe for two morning papers and the Telegraph sold its physical assets and its circulation to the Tribune and suspended publication. All creditors and stockholders will be paid dollar for dollar leaving W. O. Stovall to suffer personally whatever pecuniary loss that may occur."

\$40,000 Offered for Paper

An offer of \$40,000, exclusive of the book accounts, has been made for the *Elizabeth Times Company*, publishers of *Elizabeth* (N. J.) *Times*, by a syndicate headed by James E. Moran of Brooklyn.

Joseph E. Stricker, receiver for the *Times* will ask Vice-Chancellor Backes for a rule to show cause why the offer should not be accepted.

Hoe Names New Vice-President

F. G. Kent, works manager, R. Hoe & Co., Inc., was elected a member of the board and vice-president at the last meeting of the company's directorate.

Mr. Kent was at one time vice-president of the Sowers Manufacturing Co., Buffalo, and previously works manager of the Pierce Arrow Motor Car Co.

Bridgeton News Fire

The *Bridgeton* (N. J.) *News* was able to continue publication without interruption following a \$75,000 fire which almost wiped out its plant June 30.

S. N. P. A. PROCLAIMS NEW INDUSTRIAL ERA

Elect Park President—Johnson Chairman of Board—Next Meet Probably at Atlanta—Reports Indicate Flourishing Conditions Reflecting General Southern Prosperity—Tribute to Late Edgar M. Foster

(By Telegraph to EDITOR & PUBLISHER)

ASHEVILLE, N. C., July 8.—A year of rapid progress for Southern newspapers and Southern industries was reviewed here this week when the Southern Newspaper Publishers Association gathered at Grove Park Inn, for its 24th annual convention.

That the entire South, led by the press, is entering a period of remarkable expansion and progress was the theme of the meeting, which was the largest and most successful in the history of the Association.

The S. N. P. A. at the present time is functioning in a broad and efficient manner officers' reports showed. The membership is closely knit and co-operating fully in the many Association activities. Increased national advertising reached Southern dailies during the year as a result of the S. N. P. A. advertising campaign. No labor difficulties were encountered and co-operation with other publisher groups was closely maintained.

Walter C. Johnson, general manager of the *Chattanooga News*, who topped off nine years as secretary-treasurer with a term as president, was advanced to chairman of the board and was succeeded in the presidency by John A. Park, publisher of the *Raleigh (N. C.) Times*. Wiley L. Morgan, general manager of the *Knoxville Sentinel*, was re-elected secretary-treasurer, and the following directors were unanimously elected:

Alabama—Victor H. Hanson, *Birmingham News*.

Arkansas—J. S. Parks, *Ft. Smith Southwest American & Times-Record*.

Florida—Herbert Felkel, *St. Augustine Record*.

Georgia—Clark Howell, Jr., *Atlanta Constitution*.

Kentucky—Urey Woodson, *Owensboro Messenger*.

Louisiana—L. K. Nicholson, *New Orleans Times-Picayune*.

Mississippi—Frederick Sullens, *Jackson News*.

North Carolina—C. A. Webb, *Asheville Citizen*.

Oklahoma—E. K. Gaylord, *Oklahoma City Oklahoman and Times*.

South Carolina—W. W. Holland, *Spartanburg Herald and Journal*.

Tennessee—M. Stratton Foster, *Clarks-ville Leaf-Chronicle*.

Texas—A. E. Clarkson, *Houston Post-Dispatch*.

Virginia—J. P. Fishburn, *Roanoke Times and World-News*.

West Virginia—W. Guy Tetrick, *Clarksburg Exponent*.

Major Howell was elected in place of his father, who declined the tender of the nomination committee, which included the following: past presidents of the association, F. G. Bell, *Savannah News*, chairman; W. A. Elliott, *Jacksonville Times-Union*; W. T. Anderson, *Macon Telegraph*; A. F. Sanford, *Knoxville Journal*, and A. G. Newmyer, *New Orleans Item-Tribune*.

The S. N. P. A. will probably hold its 25th birthday party in the place of its origin, Atlanta, where the first meeting was held in 1903. The city extended through its newspapers an invitation to the 24th convention here this week and opinion apparently favors acceptance. The Board of Directors, which names time and place of meetings, will sound opinion by a referendum, the new board decided.

An informal mid-winter conference will be held in New Orleans, the convention voted Thursday.

Outstanding in the convention proceedings was the tribute paid to Edgar M. Foster, business manager of the *Nash-*

ville Banner, who died June 20, just after he had prepared the report of the Association's Advertising Committee of which he had been chairman for several years. The report was read to the convention by Mr. Hanson. Upon its conclusion, Mr. Sanford, as a personal friend, and several

found sympathy with them in their hour of grief, and be it further resolved, that copy of this resolution be spread upon the records of this Association and copies be furnished his family and the *Nashville Banner*.

Mr. Foster's report, which appears at

By ARTHUR T. ROBB



John A. Park, new president of Southern Newspaper Publishers' Association

others who had been associated with Mr. Foster during his 24 years as a member, director, and president recalled his services to the Association and his fine personal and business qualities, and Mr. Hanson presented the following resolution, which was adopted by a rising vote, the convention standing in silence for three minutes:

WHEREAS, death has taken from the Southern Newspaper Publishers Association one of its most devoted, active and faithful members, a former president, a regular attendant upon its conventions and an enthusiastic worker in every branch of the activities of this body, and that this Association has suffered an irreparable loss in the passing of Edgar Foster, of the *Nashville Banner*, and

WHEREAS, not only the newspaper with which he had been connected for more than 30 years, not only this association of newspaper men who honored him and loved him, but also the people of Nashville, of Tennessee, and of the entire South lost in his death a faithful, loyal, enthusiastic friend, therefore,

BE IT RESOLVED, by the Southern Newspaper Publishers Association, in annual convention assembled, that this Association go on record as expressing publicly its feeling of great and irremediable loss and as expressing to his friends, his business associates and his family our pro-

"Don't be serene," said Mr. Mooney, "if this decision goes against us, it will be equivalent in the national field to a summary dismissal of all of our solicitors in the local field. We will have to reorganize our entire business if it is decided that the payment of commission only to advertising agencies and not to direct advertisers is a violation of the law."

Mr. Parks of Fort Smith and the officers warned the membership that the proceeding was against them as individuals and that each was liable for damages under the Sherman Act if the Commission held that advertising is Interstate Commerce and present practices to be unfair competition and in restraint of trade. Only nominal legal expenses have been incurred so far, it was stated, but it was impossible to predict how long the litigation would continue or what further expenditures would be needed. The cost of the defense to each member was trifling compared with the direct and indirect outlay consequent upon upsetting of the existing advertising structure. Collection of funds was referred to the Finance Committee to be named by the new president.

Postal affairs were reported by Col. Robert Ewing, *New Orleans States*, and discussed in greater detail by George H. Lucas, secretary of the American Publishers Conference, and L. B. Palmer. Upon motion of A. G. Newmyer, the convention voted thanks to Col. Ewing and his fellow committee members for their past year's labors. The report is summarized in another column.

Messrs. Palmer and Lucas also adverted to the Vestal copyright bill before the recent Congress, noting its provision for automatic copyright with registration of the copyrighted matter, which was declared to be an ever-present danger for newspapers. It accords international copyright privilege to any written article and lays open to infringement penalty any publication of such an article without the owner's authority. Mr. Palmer declared that the bill had no opportunity of passage at the session just closed and that the A. N. P. A. would be alert to protect newspaper's interest if the bill ever approached the dangerous stage.

Labor disputes have caused practically no trouble in the South during the past year, it was reported by F. C. Withers, *Columbia State*, chairman of the Committee, and only general principles were set forth by Harvey J. Kelly of Indianapolis, chairman of the Special Standing Committee of the A. N. P. A. in his first address to an S. N. P. A. gathering. Mr. Kelly referred to the trade union practice of arguing for increased wages by pointing to higher scales paid in other cities and urged the publishers not to give undue attention to that plea. It is only one of several important factors to be considered in wage adjustments, he stated. He also argued against execution of contracts with provisions for progressive wage increases over several years, stating that such contracts caused the prevailing average wage to ascend in an unending spiral and made equitable adjustment of wages in neighboring cities difficult. He offered the facilities of the A. N. P. A. office in Indianapolis to S. N. P. A. members having need of information in conciliation or arbitration proceedings, but declared that it was impossible in view of the amount of business in that office for the chairman to present individual cases in local arbitrations.

Mr. Kelly answered many questions from the floor as to existing and pending wage situations, the meeting going into executive sessions during his explanations. "The extent to which some publications carry the lack of records is deplorable," declared John A. Park as chairman of the Business Office Affairs Committee. "There are instances where too much system and too many records have proven

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the Trade Commission.

EWING, SHREVEPORT TIMES, TAKES HOME STAR PRIZE OF S. N. P. A. GOLF MEET

Poker Chips, Beverage Kits, Frappe Shakers, and Mahogany Humidors Won by Other Frantic Publisher Golfers Beneath Southern Pines

(By Telegraph to EDITOR & PUBLISHER)

ASHEVILLE, N. C., July 7—J. D. Ewing, *Shreveport Times*, was the star golfer at the S. N. P. A. tournament today, his 81 winning best gross in the members section and a silver cigarette case given by R. Hoe & Co., Inc. President Johnson's silver pitcher for best net by members went to James G. Stahlman, *Nashville Banner*, with 90-26-64.

In the guests' section, a mahogany poker chip case given by the E. Katz Special Agency was won by W. H. Johnson, Editors Feature Service, with a best gross of 86. J. F. Hawkins, of the Ludlow Typograph Company turned in the best net, 96-29-67, winning a beverage kit in case donated by the Cline Electric Manufacturing Company. Other awards were won by J. L. Ewing, New Orleans States, 84; 3rd best gross—hand carved whistler from Black Forest by American Type Founders Company won by J. R. Gray, *Atlanta Journal*, 87; 2nd best net—golf bag by Mergenthaler Linotype Company, won by Clark Howell, Jr., *Atlanta Constitution*, 95-26-69; 3rd best net—golfer's frappe shaker by John M. Branham Company, won by D. C. Barrow, *Pensacola News and Journal*, 91-20-71.

Largest number par holes in scores of 100 or more—Gladstone traveling bag by Walter Scott & Co., won by Richard Wasson, *Asheville Citizen*; 3 pars largest number birdies or eagles in scores of 99 or less—cigarette set and pouch by Imperial type Metal Company, won by Chas. A. Webb, *Asheville Citizen*, drawn from 4 ties; 2 birds best kicker—camera by Intertype Corporation, won by W. E. Page, *Columbus (Ga.) Ledger*; 2nd best kicker—golf bag by International Paper Company, won by Munsey Slack, *Bristol Herald-Courier*, drawn from 4 ties; 3rd best kicker—clock by John Budd Company, won by J. R. Holliday, *Atlanta Constitution*, drawn from 3 ties.

Worst gross—mahogany humidior by Goss Printing Press Company, won by Walter C. Johnson, *Chattanooga News*, 137; 2nd worst gross—royal Doulton tobacco jar by Lanston Monotype Company, won by Carter Glass, Jr., *Lynchburg News*, 121; worst net—half dozen golf balls, in case won by Junius P. Fishburne, *Roanoke Times and News World*; 4th best gross—three golf balls won by W. C. Dowd, *Charlotte News*, 88; 5th best gross—three golf balls won by R. H. Ryan, *Petersburg Progress-Index*, 90; 6th best gross—three golf balls won by E. Brown, *Nashville Tennessean*, 94; 7th best gross—three golf balls won by H. C. Adler, *Chattanooga Times*, 94, drawn from 2 ties. Fourth best net—three golf balls won by R. F. Hudson, *Montgomery Advertiser*, 73; 5th best net—three golf balls won by James M. Thomson, *New Orleans Item*, 76; 6th best—three golf balls won by John A. Brice, *Atlanta Journal*.

Guests' section: Best gross—mahogany case of 300 poker chips by E. Katz Agency won by W. H. Johnson, Editors Feature Service, 86; 2nd best gross—sterling silver Hagen putter by EDITOR & PUBLISHER won by Glenn Allen, Southern Sports Bureau, 87, from tie; 3rd best gross—sterling flower center piece by Geo. H. Morrill Company won by E. Wheatley, Reeve-Angell, 87.

Best net—beverage kit in case by Cline Electric Manufacturing Company won by J. F. Hawkins, Ludlow Typograph Company, 96-29-67; 2nd best net—wrist watch by Standard Rate and Data Company won by G. V. Rothenburg, Cone, Rothenburg & Noe, 92-24-68; 3rd best net—golf desk ornament by J. T. Horney Developments won by A. E. Beirnes, Standard Rate & Data Company, 106-37-69.

Largest number par holes in scores of

100 or more—auto lunch kit and thermos bottles by E. W. Blatchford Company won by G. J. Noe, Cone, Rothenburg & Noe, drawn from tie; largest number of birdies or eagles in scores of 99 or less—golf shirt, cap, stockings, etc. won by J. C. Harris, S. C. Beckwith Agency. Best kicker—golf scarf pin by Charles H. Eddy Company won by Chas. C. Kahlert, Kelly-Smith Company; 2nd best kicker—ostrich skin scarf and cigarette cases by Story, Brooks & Finley won by Jess Whiteley, Cecil, Barreto & Cecil, drawn from 4 ties.

Worst gross—taper wallet, cigarette case, card case and bill fold, in ornamental box by Ludlow Typograph Company won by Walter Bothof, Standard Rate & Data Company, 142; 2nd worst gross—thermos carrier and two Stanley bottles by Cutler-Hammer Electric Manufacturing Company won by A. B. Meyer, Bowater Paper Company, 134; worst net—half dozen Dunlop balls in case won by R. M. Watt, Kimberly Clarke Company, 128-24-104; 4th best gross—three golf balls won by H. A. Earle, Perkins Goodwin Company, 90; 5th best gross—three golf balls won by Geo. M. Kohn, *Printers Ink*, 91; 6th best gross—three golf balls won by Fred W. Bott, Mergenthaler Linotype Company, 94; 7th best gross—three golf balls won by H. W. Wilke, General Electric Company, 194; 4th best net—three golf balls won by J. C. Wilberding Gravure Service Corporation, 104-34-70; 5th best net—three golf balls won by Nelson Maynard, Wood Flong Corporation, 97-22-75; 6th best net—three golf balls won by R. O. Van Horn, Intertype Corporation, 115-40-75; 7th best net—three golf balls won by J. M. Marshall, Great Northern Paper Company, 101-24-77.

SOUTHERN RENAISSANCE IS HERE, SPEAKERS SAY

ASHEVILLE, N. C., July 8—Economics of the present southern prosperity formed the background of several addresses delivered at an informal evening meeting of the Southern Newspaper Publishers Association, a new feature of the program which kept the morning meetings entirely for convention business and devoted the evenings to the invited guests.

Oscar Wells, of Birmingham, president of the American Bankers Association; C. P. J. Mooney, of the *Memphis Commercial Appeal* and Dr. Frank Bohn, newspaper correspondent, all discussed various phases of the South's development.

"In the industrial age, we know industrialism does not produce very much," said Mr. Mooney, "it simply transforms, it takes things already in existence and makes them into other things—to make life easier for some people—and a great deal harder for many others.

"I went out riding this afternoon and saw some of your magnificent roads. I saw people in cars—going, going, going—some ten, some 50, some 40 and a few 60 miles an hour.

"And I could tell from the faces of most of them that they did not have to get there in a hurry and in fact, had no particular place to go. That is what is wrong with us.

"We are on our way, but we do not know where. As I rode, I saw no bits of cotton and I saw no blades of corn and no golden grapes on your hill-sides and none close to your splendid roads. All I saw was automobiles—going, going, going, nowhere.

"Back in the old days, we editors used to spend our time discussing politics, cussing the 'damn—Yankees' and abusing each other. We sat at the corner grocery store and talked while the wo-

men worked. But a few years ago some of the editors got some sense—just a little. They went to work, not to reform the world, but to reform themselves. And with that beginning, the South has been transforming itself.

"But it isn't enough. We must keep from becoming industrial skeptics, and we can do that only by keeping our people on the farms and by making farm life easier and better, healthier and more sanitary."

Dr. Bohn's message was similar:

"I am convinced" he said, "that the South is destined to become the third great area of industrial civilization within the United States. The Northeastern and Midwestern industrial areas have become plethoric and morally decadent, engorged with great wealth and they no longer measure life in terms of manner or morals.

"I simply wish to warn you newspaper men that you have a duty to perform in shaping the South in its new life to steer clear of the rampant industrialism that has crushed the moral fibre of the North. You are bound here in the South to become vastly rich, but industrial success and the money it brings often proves a curse of civilization.

"Your only salvation lies in agriculture, just as the only salvation of the North will be in the taking of the vast hordes in the cities back of the country and spreading them in small towns."

Flat declaration that government subsidies to the farmer are dangerous and uneconomic was made by Mr. Wells, who said that the farmers' difficulties cannot be solved by legislative encroachment upon economic law.

Mr. Wells touched also upon the installment buying system, saying that it has come to stay and that the present generation has the task of finding the best way of grafting it upon the present credit structure.

That it contained both extravagance and abuse, he said, there was no doubt, but these elements would be eliminated in time. He warned the publishers of danger to the country's economic safety if congress delayed in renewing the charters of the Federal Reserve banks, which expire in 20 years.

Dr. Dyer, traced the history of education in the South and the leadership of North and South Carolina in this field.

AIR ADVERTISERS FAVORED

New York Radio Stations Busy Selling Broadcast Space

Broadcasters paying for "air space" will dominate entertainment offered by New York radio stations when the fall programs begin, according to a copyright story published by the *New York Sun*, July 6.

Booking offices have begun a busy summer selling broadcasting time for the winter, giving the "air" to advertisers who will bear the cost of entertainment talent.

The Sun learned from officials of the Broadcasting Company of America and the Radio Corporation of America that little time on the winter schedules is being reserved for broadcast programs that are not "sponsored."

Sporting events and a few nationally important celebrations and dinners will be offered to the listening public without an advertising byline.

Attention is called to the fact that a number of political campaigns are on the calendar and that stations will set time to candidates. Proposed legislation that would compel broadcast station owners to open their microphones to both parties was shelved until December with adjournment of Congress.

Don Seitz a Bank Founder

Don C. Seitz, an editor of the *Outlook* magazine and for many years business manager of the *New York World*, is named as an incorporator of the Cos Cob Trust Company, now being organized in Cos Cob, a suburb of New York City.

A.N.P.A. BEGINS WORK ON EXPANSION DRIVE

E. H. Butler, Buffalo News, Membership Committee Chairman, Appoints Leaders in Each State to Inform Papers of Association Work

Active work on its expansion program has been begun by the American Newspaper Publishers Association, with first



E. H. BUTLER

steps being taken towards handling an increased enrollment expected to result from reduction of membership dues to smaller newspapers which become effective Sept. 1.

E. H. Butler, publisher of the *Buffalo Evening News*, and chairman of the A. N. P. A. membership committee, following a conference in New York late this week with L. B. Palmer, association manager, is appointing sub-chairmen in every state, who will name local committees to answer queries of non-member publishers and keep them informed regarding services performed by America's only national group for daily publishers.

No formal drive for new members is being made, according to Mr. Palmer, but he is confident many smaller papers will take advantage of the reduced dues.

"We have always realized," he said, "that a nation association, to be truly representative and function for the greatest benefit of the entire newspaper industry, must of necessity comprise in its membership not only portions of all classes of daily newspapers, but the largest possible number of all classes."

The total A. N. P. A. membership is now nearly 500. This number comprises some 210 members with less than 20,000 circulation and 84 with less than 10,000.

The slash in dues, first announced exclusively by EDITOR & PUBLISHER last April, applies only to newspapers under 10,000 circulation. An increase in dues, making possible the addition of two new association departments—mechanical and traffic—is being borne by papers with circulations above 20,000. This latter group forms the bulk of the association's membership list.

The membership dues, effective Sept. 1, are figured as follows:

All members pay monthly dues of \$12 per typesetting machine a year. Members with circulations of 5,000 or under pay an annual fee of \$50; with circulations of from 5,000 to 10,000, \$75; and for circulations of more than 10,000 \$25 for each cent of the national advertising rate.

Preliminary plans are now being made for the association's second fall convention to be held at French Lick, Ind., Nov. 10-12, and the suggestion is to be brought before the next meeting of the directors that non-members be invited to attend sessions, in order to learn just what the association is doing.

This same meeting of the board of directors to be held in August will complete plans for inauguration of the traffic and mechanical departments.

CLEVELAND NEWS MOVES

Occupies New Building July 4—Five Stories Devoted to Newspaper

The *Cleveland (O.) News* moved July 4, into its new five-story building, publishing its last edition in the old building occupied for the last 13 years on that date.

The new building is devoted exclusively to departments of the newspaper. It contains a cafeteria and barber shop for employees, a dining room for executives, and an auditorium. Virtually all new equipment was installed.

WHAT TO DO WHEN A LIBEL IS PRINTED

Nine Methods of Showing Absence of Actual Malice Listed by Col. H. W. Sackett, Noted New York Lawyer—"Good" Answer Frequently Half the Legal Battle, Sometimes Whole of It, He Says

By PHILIP SCHUYLER

WHEN you're caught good and proper and you're in a libel suit up to your neck, what are you going to do?

Three defenses to libel suits, two of them discussed at length in previous articles of this series, lay at hand. They are:

1. To prove the published charge is true. This is called a "justification."
2. To show that the publication was "privileged."
3. To prove circumstances connected with the publication tending to show that it was not malicious or was provoked and excused by the conduct of the complainant. This is called a defense "in mitigation of damages," and forms the subject of this article.

Defenses in mitigation of damages are ably discussed by Col. Henry W. Sackett, member of the New York bar, and attorney for the *New York Herald Tribune*, in a book he has written entitled "The Law of Libel." He writes:

"If the publishers who are defendants in a libel suit are unable to show that the defamatory publication is true or that it is privileged, then the injured plaintiff is entitled to a verdict in some amount. How small this sum shall be will depend upon how good a case the defendants can make out in mitigation of damages. The range of defenses that may be interposed for this purpose is very broad. The following may be enumerated as the most important:

- (1) That the general conduct of the plaintiff gave the defendant 'probable cause' for believing the charges to be true.
- (2) That rumors to the same effect as the libelous publication had long been prevalent and generally believed in the community and never contradicted by the accused or his friends.
- (3) That the libelous article was copied from another newspaper and believed to be true.
- (4) That the complainant's general character is bad.
- (5) That the publication was made in heat and passion, provoked by the acts of the plaintiff.
- (6) That the charge published had been made orally in the presence of the plaintiff before publication, and he had not denied it.
- (7) That the publication was made of a political antagonist in the heat of a political campaign.
- (8) That as soon as the defendant discovered that he was in error he published a retraction, correction or apology.
- (9) That the defamatory publication had reference not to the plaintiff, but to another person of a similar name, concerning whom the charges were true, and that readers understood this other individual to be meant.

"The principle underlying all the above defenses is that they tend to show an absence of actual malice. Many other circumstances, too numerous and varied to be classified, and which properly could be used in the same manner and for the same reason to reduce damages, will readily suggest themselves in every one.

"The successful defense of libel suits depends largely upon having clear and trustworthy proof of the facts sought to be sustained promptly at hand as soon as the suit is brought. The 'Answer' that the publisher finds it necessary to make a complaint for libel differs from ordinary pleadings in this important respect—it must set forth in detail the facts that the defendant expects to prove.

"For instance.—The newspaper has called X. a blackmailer; X. brings a libel suit against the publishers. They seek to 'justify.' It will not be sufficient for them in their answer to allege that 'it is true, as charged, that X. is and was a blackmailer,' and then wait until the trial to bring forward proof of it. But X. has a right to know from the answer what

Way back in 1885, Col. Henry W. Sackett, member of the New York bar, prepared a book for employes of the New York Tribune a brief pamphlet entitled "The Law of Libel," with the sub-head, "What Every Newspaper Man Is Expected to Know About It."

From this book, which has stood the test without revision as a practical guide to reporters and editors for more than 35 years, is obtained the material making up this the 17th article obtained by EDITOR & PUBLISHER, stripping the libel law of legal verbiage.

Col. Sackett for many years has been lecturer on the law of libel in the Pulitzer School of Journalism at Columbia University, New York. His book may be obtained by application to the University.

the facts are upon which the publishers rely to establish the justice of the epithet "blackmailer" as applied to him.

"Or, if the answer disclosed a defense 'in mitigation of damages,' as for example that the plaintiff's personal conduct was such as to induce any reasonable person to believe him guilty of the offense charged in the publication complained of, any particular instances of such conduct on the plaintiff's part that the publishers expect to prove on the trial must be set forth explicitly in the same manner.

"The putting in of a 'good' answer is therefore frequently more than half the legal battle and sometimes the whole of it.

"Any metropolitan newspaper that deserves the name finds itself compelled every day to publish matter that is defamatory in character. Otherwise there would be no journalistic records of crimes or of a large portion of the other occurrences in which the public is interested. The publisher's concern in that particular is a double one—that whatever of that nature is published in his newspaper should be true or privileged and that there should be clear proof of the truth or privilege.

"Every newspaper writer frequently finds himself called upon to deal with such matter. If it is the report of a trial in court, or if the writer finds that it is 'privileged' under the statute in any other way, he need have regard, so far as his report is concerned, to three points: (1) that the judicial or official proceedings have been already begun; (2) that his report of the testimony, etc., or synopsis of the sworn papers is fair and impartial; and (3) that he knows where he can put his hands upon the official records to sustain the privilege at any time.

"If the matter is defamatory and, not privileged in any way, then the utmost care before publication with regard to the proof of its truth will be the only safeguard against libel suits.

"The publication of such matter upon the authority of any person's mere word, however truthful, trustworthy and careful that person may be believed to be, will always be attended with danger. The statements may be entirely true, and yet the giver of the information when called upon may not be able to furnish the proof. If he is, probably he could furnish it as well before as after publication.

"The only absolutely certain way for any newspaper writer to avoid all risk of this sort is for him to furnish for publication such defamatory matter only as he can sustain by his own testimony as an eye-witness, or such as he has seen the proofs of before writing the article.

"The almost certain result will be to prevent the bringing of a libel suit—the first consideration in this connection. If, on the other hand, a libel suit should be brought, the writer would be able to furnish the publishers with the best means of defense, namely, proof of the truth of the publication—which is of next importance."

Investigation of the claims and assertions made by the libel plaintiff in the complaint he has filed against a newspaper is of utmost importance in the defense of a damage action.

The plaintiff's lawyer has seen to it in his pleading that his client is a man or

woman of faultless reputation and that the newspaper has been utterly malicious in attacking this innocent individual.

Newspaper lawyers in big suits spare no expense in rounding up facts regarding plaintiffs in damage litigation against them. In the recent case brought by Mrs. Sarah L. Robertson against a number of New York newspapers, one newspaper sent a representative all the way to the Pacific Coast to uncover details of the woman's past, which were introduced at the trial and contributed considerably in proving to the satisfaction of the jury that she was truly guilty of the charges published against her.

Libel has been defined as a "malicious defamation, either written or printed, charging upon or imputing to another that which renders him liable to imprisonment or tends to injure his reputation in the common estimation of mankind, or to hold him up as an object of hatred, scorn, ridicule or contempt."

But it is not generally necessary that the injured complainant should prove actual malice, according to Col. Sackett. "If the defamatory matter complained of is false, the law presumes that the publication was malicious, unless it can be shown either that it was privileged by statute or otherwise, or the presumption of malice is overcome by actual proof," he explained. "That is to say, if the publisher claims that, although false and not privileged, the defamatory publication was not malicious, he must prove it.

"To prove that the defamatory publication complained of is true is an absolute and complete defense.

"The old maxim of the English criminal law, 'The greater the truth the greater the libel,' frequently quoted erroneously in this connection, has no application to actions in the civil courts, and at the present time would scarcely be invoked even in any of the criminal courts of this country, except under the most extraordinary circumstances.

"But it is not enough that the writer of defamatory articles himself knows that they are true, unless he is able to produce, when required, competent legal proof of their truth. What he himself has witnessed is, of course, competent evidence as far as it goes; when such proof can be strengthened by official records or other documentary proof, and by the evidence of other persons who can testify of their personal knowledge to the truth of the publications, a defense of the strongest character is presented.

"But one distinction should be observed carefully, a misconception in regard to which has given rise to many libel suits that have been difficult to defend. When it is said that 'the truth is a complete defense,' the literal truth of the published statement is not meant; but the truth of the defamatory charge.

"For example: a prominent official, say a judge, during the progress of a political campaign, either in the course of an interview or of a public speech, makes the charge against a candidate for an important office that he (the candidate) obtained his naturalization papers either through perjury or subornation of perjury. A newspaper publishes the interview or the speech, giving the speaker's name and the exact language he

used. If the candidate referred to should sue the newspaper for libel because of this publication, it would be no defense for the publishers to show that it was true that the speaker had said just exactly what the newspaper represented him to have said. In order to justify they would have to show that the defamatory charge was true, that the candidate had been guilty of perjury or subornation of perjury in obtaining his naturalization papers.

"In other words, no publisher or writers can escape responsibility for defaming a man's character by showing that it was on the authority of some other individual.

"The same principle applies to defamatory accusation republished from another newspaper, whether the name of the newspaper from which they are copied is given or not."

Col. Sackett has had nearly 40 years' experience as a newspaper libel lawyer and for many years has been lecturer on libel law at the Pulitzer School of Journalism, Columbia University, New York.

Of all the rules and admonitions regarding libel, that which he considers most important applies to the writers of headlines. Violation of this rule, he has said, has caused the large proportion of the difficulties encountered in the defense of libel suits.

This fundamental Sackett rule reads: "No headline should impute unchastity to a woman or a crime to any person. The utmost that headlines can properly do is to indicate that charges of unchastity or crime have been made or sustained in privileged cases, that is in judicial, legislative or other public and official proceedings."

INTERVIEWS ARABIAN KING

Dr. Ellis Returns After Adventures in Holy Land

Dr. William T. Ellis arrived in New York this week, accompanied by Mrs. Ellis, following remarkable adventures in the Holy Land. For the first time in history this newspaper man succeeded in covering in a ten months' journey the entire Bible area. Dr. Ellis succeeded in interviewing King Ibn Saud, of Arabia, and got closer to Mecca than any undisguised Christian has ever gone. Death is the penalty the Christian suffers if caught inside of Mecca, and Dr. Ellis spent a night in the company of the king on the outskirts of the city, 14 miles from the Kaaba.

There were other adventures. In Arabia, their escort of armed cars was shot up by a large force of Arabs, Dr. Ellis' party escaping only because an American car with a frightened Armenian chauffeur is faster than the fleetest Arab steeds.

The party penetrated to all the ruined Biblical cities of Asia Minor and also of the Trans-Jordan region and did exploratory work in the heart of the Sinai Peninsula. They visited Babylon and Ur of the Chaldees, and Shushan and Ecbatana in Persia.

"Even more pervasive throughout the Near East than American automobiles," said Dr. Ellis, who is writing a book 'Bible Lands Today,' are the political ideals of America. The American war aims may have been temporarily forgotten in the land of their origin, but they are the greatest present political force in hither Asia. No Fourth of July orator ever conceived of such an outreach of our national ideals and influence as every traveller in the East may today report as a verifiable reality. History has no parallel for it. Most of the unrest in the Orient is due to the working of this American yeast. Our leadership of the oldest peoples is an international fact to be reckoned with."

S. N. P. A. PROCLAIMS NEW INDUSTRIAL ERA

(Continued from page 5)

burdensome, but the one outstanding need of Southern publishers is better accounting and more complete records."

In the editorial department, the situation is just as bad according to Robert Lathan, *Charleston News and Courier*, chairman of the Editorial Affairs Committee, whose report was read by Maj. Howell. The lack of contact between the editorial executives of Southern newspapers and the Association was emphasized when the Committee was unable to obtain entries for the prize awarded by the late George F. Milton for the Southern newspaper writer whose work during the preceding year was deemed most effective in the cause of international peace. The award was postponed until next year. A special effort was urged to have a meeting of editors scheduled for the next convention.

The past year's work was outlined in the reports of President Johnson, Secretary-Treasurer Morgan, and Manager Cranston Williams, the latter also reporting at length for the Committee on Traffic, of which he has been chairman.

During the past year, the S. N. P. A. membership made a net gain of six, Wiley L. Morgan, secretary-treasurer, reported. Fifteen new members were enrolled as against a loss of six members by resignation and three because of suspension of publication. Total membership now stands at 196 as compared with 190 a year ago.

The membership represents an aggregate newspaper circulation of 3,234,994 covering 14 Southern states, the report said.

The 15 newspapers added to the Association were: *Gadsden* (Ala.) *Star*; *Blytheville* (Ark.) *Courier-News*; *El Dorado* (Ark.) *News-Times*; *Texarkana* (Ark.) *Gazette*; *Daytona Beach* (Fla.) *Journal*; *Ft. Lauderdale* (Fla.) *News*; *Pensacola* (Fla.) *News*; *Pensacola* (Fla.) *News*; *Sarasota* (Fla.) *Herald*; *St. Petersburg* (Fla.) *News*; *West Palm Beach* (Fla.) *Times*; *Columbus* (Miss.) *Commercial Dispatch*; *El Paso* (Tex.) *Times*; *El Paso* (Tex.) *Herald*; *Waco* (Tex.) *Times-Herald*.

The three suspensions were: *Orangeburg* (S. C.) *Times and Democrat*, now a tri-weekly; *Spartanburg* (S. C.) *Sun*, and *Danville* (Va.) *News*.

"The advertising campaign has been successfully carried out this year, under the able leadership of our late beloved Edgar M. Foster, and his committee," the report said. "Fiscal year began with an unexpended balance of \$7,963.53 to the fund. Subscriptions for the campaign of 1926-27 were made by eighty-two newspapers aggregating \$13,185.46, of which latter sum \$10,048.25 already has been paid by fifty-two publications, leaving \$3,137.21 to be remitted on this year's subscriptions.

The Association has a cash balance of \$8,633 on hand after disbursements of \$10,230.87 for the year, the report stated.

The emergency fund, created two years ago for the defense of the Federal Trade Commission suit and for fighting postal rates, was continued last year and has a cash balance of \$2,783.87. Eighty-three of the 196 members contributed to this fund.

The Advertising Committee received a total of \$13,489.62 during the year, which was augmented to \$21,426.15 by a \$7,936.53 surplus from the previous year. The sum of \$9,976.28 was expended in the advertising campaign, leaving a balance on hand of \$11,449.87.

Tribute was paid in the secretary's report to ten members of the Association who died during the past year. They were:

A. M. Carpenter, editor, *Fayetteville* (N. C.) *Observer*.

Robert G. Hiden, former president of the *Birmingham* (Ala.) *Ledger* and previously associated with the *Richmond* (Va.) *Times-Dispatch* and the *Birmingham* (Ala.) *News*.

H. M. Huie, publisher of the *Alexandria* (La.) *Town Talk*.

Col. Henry M. McIntosh, founder and editor of the *Albany* (Ga.) *Herald*.

Capt. Fred Lee Merritt, formerly of the *Raleigh* (N. C.) *News and Observer*, the *Norfolk* (Va.) *Virginian Pilot*, and the *Asheville* (N. C.) *Citizen*.

A. P. Lowe, editor, *Fredericksburg* (Va.) *Star*.

Rudolph C. Seigling, president, *Charleston* (S. C.) *News and Courier*.

A. M. Smith, of the *Anniston* (Ala.) *Star*, and one of the founders of the erstwhile *Birmingham* (Ala.) *Ledger*.

Edgar M. Foster, business manager of the *Nashville* (Tenn.) *Banner*, charter member and past president, former director, and chairman of the advertising committee for several years past.

Headquarters office of the S. N. P. A. has been kept busy during the past year with legal and legislative matters, in addition to the regular routine. Cranston Williams, manager, declared in his report.

The S. N. P. A. employment bureau was called upon many times to furnish employees to member newspapers, Williams said. The bureau aims to keep a list of personnel available for S. N. P. A. members, with the exception that the name of a person employed on a member paper is not given another member paper.

Efforts to create more newspaper advertising have been constant and effective, the manager declared. Close contact has been maintained with the Bureau of Advertising of the American Newspaper Publishers Association. Special copy in behalf of newspaper advertising were prepared and mats furnished to S. N. P. A. papers.

Award of a cash prize to the editor of a Southern daily for the best editorial on International Peace, provided for in the will of the late George F. Milton of the *Chatanooga News*, was postponed until the next annual meeting. The fund became available late in 1925, making it impossible to get a representative selection of editorials for that year. The first award, therefore, will be competed for by editorials written this year.

The official S. N. P. A. code of ethics was printed and forwarded to all members during the year.

Mr. Williams recounted also the efforts of the railways serving the South to obtain increased freight rates on newsprint paper and on cores. Several new schedules have been filed and are pending while it is expected that others will be within a few weeks, the discussion indicated.

Mr. Williams also detailed the organization progress of the Washington & Lee University School of Journalism, established under the Association's patronage.

Discussion of oil fuel in stereotype pots as a substitute for coal and gas was the feature of a round table on mechanical topics conducted by Maj. Allen Potts, *Richmond News-Leader*. With a good burner and proper thermostatic control, it was said by F. G. Bell of Savannah, oil has been found in the *News* plant to be somewhat cheaper than gas and slightly more expensive than coal. In other parts of the South, other publishers said, the delivered price of oil makes either of the other fuels preferable from a cost standpoint.

Several publishers spoke in high praise of the service rendered by the Pressmen's Union in sending expert pressmen to solve pressroom difficulties of newspapers. One publisher narrated how one of the union's field men had remained in his plant more than a week and succeeded in producing a perfectly printed sheet from a second-hand machine which his own mechanics had declared worthless. Another publisher told of a saving of \$35,000 to a publication through the services of the union expert, who influenced a press manufacturer to replace a defective machine.

Dry mats received a general "okay" from the meeting, and it was stated that the paper saving effected through their use averaged one and one-third percent of the total bill.

In the editorial discussion led by L. K. Nicholson, *New Orleans Times-Picayune*, the favored proportions of advertising and News were respectively 60 and 40

per cent. Professional baseball and football were laid on the anvil by several publishers, who reported no financial return from such news commensurate with the outlay. No success has attended Southern publishers' efforts to get paid advertising from the professional baseball teams and the publishers in one city declared that they no longer carry "specials" on baseball when their home teams are abroad, using only press service dispatches and box scores. Mr. Mooney urged the news development of amateur and semi-amateur sports by special reports of such games.

Editorial salaries are now higher than ever, it was generally agreed, the rule adopted by some papers being to keep them above the level of the mechanical department wages.

Press agency threatened to keep the convention in session all day, but the impending golf tournament cut the discussion short. The waste basket was held up as the best cure for the evil, but there should be a distinction drawn between undesirable or graft publicity and that which the editor feels should be extended for the community's good.

Mr. Mooney roused general dissent when he urged the newspaper men to encourage men starting in business, provided their character was good and their venture promising, by extending them a line of credit in advertising.

"Don't give them free notices" he said. "Give them advertising space, \$250 worth or so and you'll be surprised how often your investment will be repaid. Treat them as a bank or a supply house would treat them. They are assets to your city. Don't put the item on your books at all. If they come through, they are friends and advertisers. If they fail, you don't have to charge it off your books."

Honorary life membership was voted to Marcellus E. Foster, who recently sold his interest in the *Houston Chronicle* and is now retired. Mr. Foster, a past president, is the third honorary member, the others being Adolph S. Ochs, *New York Times* and *Chatanooga Times*, and Fred L. Seely, of Grove Park Inn.

Entertainment, in charge of C. A. Webb, *Asheville Citizen*, and Don S. Elias, *Asheville Times*, consisted of a tour of the Asheville mountain region and a reception and tea for members and guests. Card parties were arranged by the ladies Wednesday and Thursday afternoons by a committee headed by Mrs. Walter C. Johnson and including Mrs. V. H. Hanson, Mrs. George M. Kohn, Mrs. Webb, Mrs. Elias, Mrs. W. O. Boger, Mrs. C. K. Robinson, Mrs. L. E. Fisher and Mrs. Randall Harris.

The golf tournament, which is reported fully in another column, was in the hands of Walter H. Savory, Mergenthaler Linotype Company, chairman; Richard Wason, *Asheville Citizen*, and Elmer E. Clark, *Little Rock Democrat*.

Addresses were made in the great hall of the inn on Tuesday evening by Oscar Wells, Birmingham, president of the American Bankers Association, and Kent Cooper, general manager of the Associated Press. A motion picture of the A. P. in action round the world was shown in conjunction with Mr. Cooper's address.

Wednesday evening's speakers were Dr. Frank Bohn, newspaper correspondent, and Dr. Gus Dyer, of Vanderbilt University.

Discussion of circulation, advertising and miscellaneous topics, an informal address by James O'Shaughnessy, executive secretary of the Four A's, and adoption of resolutions occupied the closing session.

The advertising round table under direction of H. Galt Braxton, *Kingston Free Press*, covered 29 topics.

Scheme advertising was declared not so profitable to advertisers as regular contract space. Advertisers should pay for illustrations, it was generally said.

Smaller newspapers cannot live on a local rate basis of three cents per inch per thousand circulation it was said though the larger members believe such basis equitable.

Double truck advertising should carry a charge for an extra half column, according to newspaper practice in Dixie. Publishers should have the name of

a prospective national advertiser before giving an agency merchandising information.

Installation of ad-setting machines was declared to be the best method of improving newspaper typography.

Under leadership of W. A. Elliott, Jacksonville, the circulation topics developed an interesting discussion of features which were said to be of secondary importance in the south, where sport news local and foreign and a strong editorial policy are prime requisites of editorial success, according to Mr. Mooney.

Insurance as circulation promotion has many users but not so many friends in southern journalism. North Carolina laws prohibit its use as a newspaper premium, a condition which won for Tarheel publishers congratulations from other states.

F. G. Bell, *Savannah News* and an A. N. P. A. director, urged the members to attend the November meeting of the national body at French Lick, Ind.

Mr. O'Shaughnessy referred briefly to the Federal Trade Commission suit on agency commissions and predicted favorable results.

He said that his membership was particularly interested in the growth of the South at a rate far beyond that of other sections, that more business than ever was being placed in southern newspapers and that the 1927 outlook was even brighter. However, an upset of the existing advertising fabric would probably cost southern newspapers \$15,000,000 in advertising, he said.

S. N. P. A. CONDEMNS POSTAL DELAY

AFTER reviewing the postal situation and the efforts of the S. N. P. A. to obtain relief from the present Congress the association's committee condemned delay and questioned the proposal of the Senate committee to gather more data. It was asserted that there are no additional figures which will be helpful to the Senate Committee, "because second class mail matter is the one class on which the Department always has full information as to volume and revenues," the report said. "The Committee's position as to third and fourth class is possibly justified by the desire for additional figures, but we feel that they were afraid to recommend the reduction in second class and force the third and fourth class mail users to wait alone. * * * The fact is that in the spring of 1925 most of the third and fourth class mail users left Washington feeling, in the light of the absurd allocation by the Postal Department of an alleged deficit of \$75,000,000 per year in the handling of second class mail, perfectly safe from any increase. Need more be said?"

LACK OF COST DATA DEPLORED

THE S. N. P. A. Committee on Business Affairs reported this week that a collection of data on labor costs in composing rooms shows tremendous variations in the unit cost of type production in various offices. The greatest cost is in large offices where pages are closely set, with many editions and many makeovers. Because of their failure to use maximum sized pages with full length columns some of the smaller offices have high composing room costs. Too many wide columns are still in use. Reduction of column widths would conserve 15 per cent of space and reduce newsprint expense.

The report concerns only 15 per cent of the total membership, but an analysis of groups of these papers gave the following statistics: The groups showing the largest percentage of profits are: D, designating papers of 15,000 to 30,000, and group E, covering those above 30,000 circulation. Four papers of less than 3,000

(Reports continued on page 46)

INSURANCE MILLIONS WAIT ON ADVERTISING

How Co-operative Schedule in Newspapers Would Open Way to Vast New Premium Income—Expert Discussion of Big Neglected Opportunity

By CHARLES H. HOLLAND

President Independence Indemnity Company and Independence Fire Insurance Company of Philadelphia, in an address at the recent Philadelphia Advertising Convention

THE two gigantic institutions, Newspapers and Insurance—both serving the public in an unusual degree, one disseminating information as to conditions—the other providing security against all unfavorable conditions, one proclaiming the path of progress—the other making progress possible by securing against its certain dangers, one guiding the minds of the people—the other protecting their possessions and their livelihood—these two gigantic institutions surely must have much in common. Hand-in-hand they would accomplish their two great missions, each of assistance to and supplementing the efforts of the other.

So it would seem. Why it is not so, and whether it might be so, are questions I shall attempt to answer.

It is a noticeable fact that, without the slightest feeling or suspicion of antagonism between the two, Newspapers seldom, if ever, make any but the most passing reference to insurance and insurance seldom if ever takes advantage of that most valuable arena for publicity, the newspaper advertising columns.

Of all the great institutions having goods or services to sell to the general public the institution of insurance is probably the least developed as regards advertising, except perhaps in the way of leaflets, pamphlets and other forms of direct-by-mail matter. Some companies carry space in insurance journals, many of which are of great value to insurance men, but none of which are widely read outside of the insurance business. A few companies have experimented in a moderate way with magazines of national circulation. Occasionally, agents run cards in their local newspapers. But companies themselves use practically no newspaper space.

And the result is that the absence of publicity in the place where publicity is natural and expected leaves the Insurance business less understood as an institution than any of the other great interests of the nation. And this ignorance or lack of understanding on the part of the public, despite the peculiarly personal nature of the relations of insurance with the individual members of the public, engenders a suspicion and distrust on the part of many that, at least, prevents the largest measure of efficient service.

The reasons for this peculiar neglect of general or "consumer" advertising on the part of the Insurance companies are not undiscoverable; three of them will be recognized readily. First, the standardized character of insurance contracts makes the offerings of most companies appear to be substantially the same; so that in contrast with trade-marked articles and those of special design the individual companies have nothing exclusive on which to build up a public demand. Second, the sale of insurance through the personality of local agencies, many of which represent a number of companies selling precisely similar insurance, makes it difficult for the company which might do the advertising to secure for itself more than a small proportion of the return on its advertising investment. Third, no impressive effort has been made, either by newspapers or by insurance-advertising officials, to plan such a campaign as would "sell itself" readily to those upon whom would rest the responsibility of authorizing the necessary expenditure of money.

Whatever may be the reasons for the subjection of insurance to this unnecessary but existent handicap, it surely is in every way desirable that the various divisions of the insurance business should recognize their joint interest in the work of building up in the mind of the public a proper understanding of the insurance function; for while the various divisions differ in underwriting methods and sometimes in sales methods, they have fundamental unity in that they arise from the

instinctive human desire for security, and in that the mission of all of them is to the entire public.

Such a work, if undertaken, would have more than a merely educational aspect; it would have a direct sales purpose, for the insurance business faces no "saturated market." In some forms of coverage the present sales are less than one per cent of the possible limit, while they probably have not reached 50 per cent on even those most widely sold. The field therefore for the further sale of insurance is almost inconceivably large; while the more complete "sale" of the insurance idea to the general public would be a matter of public welfare.

It cannot be doubted that the right kind of a consumer advertising campaign would make vast hosts of friends for insurance from among those who at present regard insurance premiums as a tax which they pay with a certain amount of silent resentment, and would at the same time exert a powerful influence in extending the public desire for insurance. Such friendship and such a desire would be a matter of joint, not individual, advantage; it would be extended towards insurance rather than to a single insurance company, but it would benefit insurance as a whole—including all reputable companies—and should therefore be a matter of joint enterprise and joint expense.

Newspaper advertising is essentially local in its application and is the most intensive means of covering any locality, because practically all adults read newspapers. The modern newspaper carries departments that appeal to all members of the family and all classes in every American community, and its reading has become an intimate personal habit

on the part of the American family.

This has become a newspaper age to the degree that practically everyone who reads at all has for a habitual companion at least one newspaper, without whose daily or weekly visit the world would seem out of joint. The newspaper therefore is ubiquitous; but insurance also is ubiquitous, and there is not a community where a newspaper is published which does not also have at least one insurance agent ready and able to satisfy any demand created by the local publicity.

The fact that newspaper advertising is essentially local in its application involves the seeming disadvantage that any attempt to reach a number of localities would run into a large aggregate expense and would be an undertaking of formidable proportions compared with what has hitherto been done by insurance interests.

But in a joint campaign such as is suggested, would the cost be prohibitive? Would it, for the results to be achieved, cost even fractionally as much as companies are already accustomed to spend upon various forms of non-unified publicity—all or most of which is, within its limited area, extremely useful, and which it is not suggested should be discontinued.

Assuming that the combined premium incomes of the stock companies in the fields of fire, casualty and surety insurance (leaving out of consideration for the time being the vast incomes of the life companies and those engaged in yet other classes of the insurance business) amount to \$1,500,000,000 per year, even so insignificant a proportion as one-fifteenth of one per cent would produce the substantial sum of one million dollars, with which a far-reaching, important and successful campaign might be undertaken. So small

a percentage of turnover for newspaper advertising of national scope would seem inconceivably minute to most advertisers who attempt to enroll the active support of the buying public. So, while, on account of cost, there is very little likelihood or possibility of systematic newspaper advertising on the part of individual companies, the cost that would be prohibitive to a single company could be absorbed almost without notice if equitably apportioned among two or three hundred companies.

Most insurance agencies to which we look for the production of insurance premiums, are quite as local as their home newspapers; and they sell so great a variety of forms of protection that any and every step in popularizing insurance would inure to their own benefit and to the benefit of their companies. I believe that thousands of agents would gladly welcome a joint effort in behalf of the companies to advertise the "idea" of insurance and the various forms of coverage to the people of their communities through their local newspapers, and would immediately seek to tie up their own agencies to the results of such advertising by running cards in the papers which carried the joint campaign.

It is likely also that the newspapers would take prompt advantage of such an opportunity and give valuable aid in such a campaign by encouraging and soliciting advertising from the local agents. All papers are desirous of developing new fields of local advertising, and the insurance field is almost virgin. If, therefore, a local newspaper could carry joint advertising representing the companies as a whole—representing "Insurance" as an institution—supplemented by a number of local and individual advertisements on the same subject, there would automatically be created what would amount to an Insurance Department of that newspaper, which could not fail to have a marked effect in increasing the sale of insurance in the community, and which would at the same time provide for the newspaper and its readers an opportunity for a closer acquaintance with and knowledge of so vital a factor in modern life as the institution of insurance has proved itself to be.

Thus, the carrying out of a well-planned and capably-managed nation-wide campaign of newspaper consumer advertising, participated in by the fire, casualty and surety stock insurance companies, and participated in locally, as would inevitably occur, by a fair proportion of the local agents, would be of benefit to four general classes:

First, To the companies because it would open the way to hundreds of millions of dollars of additional premium income; and would at the same time interpret to the public a great business of which they are largely ignorant and therefore suspicious.

Second, To the agents for exactly the same reasons.

Third, To the newspapers, for whom it would bring a new national advertiser into the field, and to whom it would open a new source of local advertising revenue.

Fourth, To the public, who would benefit enormously by the larger spread of insurance protection, thereby lessening the economic dangers of contingency and chance.

That the subject deserves the profound consideration of the insurance companies I am firmly convinced; that the advantages of such a public campaign would be immeasurable can hardly be questioned; and that its cost, even if the campaign included every daily newspaper in the United States, would not be unduly expensive is easily provable.

And the wider spread of the beneficent protection of insurance would redound to the credit of the companies and to the welfare of the public.

GLOBE GIRDLERS ON WAY HOME



In the foreground are shown Edward Bourget, France from Cherbourg, and Evans of Detroit and Linton Wells, New York newspaper man, who are attempting to lower the round-the-world travel record, under the auspices of the North American Newspaper Alliance. The photograph shows them arriving at Le

J. H. JONES, NEW HOUSTON PUBLISHER, WARMED HIS FEET AT ROYAL FIRE

Chronicle Owner, with President Wilson in London, Made Himself at Home in Buckingham Palace—As Farm Lad He "Ploughed at a Trot" and Still Does

(By Telegraph to EDITOR & PUBLISHER)

HOUSTON, Tex., July 7.—In the memorable winter of 1918 it was cold in London hotel rooms, and Jesse H. Jones, new owner of the *Houston Chronicle*, went in search of a warmer place. He had arrived late in London to join former President Woodrow Wilson and party on that historic pilgrimage to the Peace Conference. Mr. Jones drove to



Jesse H. Jones

Buckingham Palace, and in some manner got past all the flunkies that surrounded the abode of Royalty. A great warming fire attracted him, and so he pulled off his shoes and there he sat warming his feet. When a short time later the King of England and the President of the United States came arm in arm down the corridor.

Just a touch of good old American democracy introducing itself into the cast-iron formalities of aristocracy. But Jesse Jones had first learned to toast his cold feet before an open fireplace on a Robertson County, Tennessee farm, some forty years before. It was on that farm where he spent the first few years of his life. As a farmer lad he plowed but one day. His father gave him a tract to plow. That ordinarily would have been two days' work, but young Jesse urged the mules into a trot and kept them at it, until in one day he had done two days' work. When the father returned in the evening the field was plowed, but the mules were white with foam. And Mr. Jones has been plowing in a trot ever since.

His first job was in a lumber yard. Twenty-eight years ago, Mr. Jones came to Houston, Tex., and again went to work in a lumber yard. He must have plowed at a double trot for in a few years he controlled 65 retail lumber yards and a few sawmills over Texas.

A score of years ago he embarked, modestly at first, in the building business, and it was there that fame first perched on his banner. By all odds he is now the premier builder of Texas. In Houston he has built and owns more than a dozen of the city's greatest structures, and at this time three great hotels, four large theatres and three office buildings. A mark of his genius as a builder, are in process of erection in Houston and at Fort Worth.

But New York City is also feeling the stimulus of the enterprise of this Texan as a builder. For the Houston Properties Corporation, of which he is the head and principal owner, has in two years expended \$20,000,000 there in building op-

erations. One of these structures, already completed, is the Tower Building, 200 Madison Avenue. In addition to all this, Mr. Jones has found time to engage in the banking business, and as the head of banks and trust companies, is widely known.

"Whatever success I have attained is due to my supreme faith in Texas, and the love of work," says Mr. Jones. "It is a diversity of endeavor that lends zest to work, and makes it so interesting. President Wilson believed in that, as he said."

But the telephone rang. Someone wanting to know whether to add two stories to a building.

"Use your own judgment as to that," he advised.

More phone calls, about plans and the great mass of blue prints littered on his desk, and then calls about banking problems, and a call even from the editor of his paper. Someone entered to ask about details of a new refrigeration system in a great hotel he owns.

But when he mentioned Woodrow Wilson there was a key to the new publisher's ideals of public service. He is prouder of his association with the great war President than perhaps anything else. He recalls proudly when he and the former President and the late Cleveland H. Dodge led the Red Cross parade through the streets of New York in 1918. He is proud Woodrow Wilson was his friend and trusted him. He treasures the voluminous correspondence that passed between them, almost up to the end of Mr. Wilson's life. The former President made him a member of the Red Cross War Council and he served as Director General of the military relief work of the American Red Cross. During the last illness of the President, Mr. and Mrs. Jones were frequently guests at the Wilson home, when it was almost inaccessible to even the warmest friends, and Mr. Jones went from Texas to serve as an active pallbearer at Mr. Wilson's funeral.

During the Presidential campaign of 1924, Mr. Jones served as Director of Finance of the Democratic National Committee. As such his duties were to raise the funds for others to spend. He raised \$1,250,000.

Mr. Jones indicates unmistakably he will not make the mistake so many men of large business affairs make, of attempting overnight to master the details of the publishing business, and assume control of all the intricacies of the management of the business.

It must not be understood, however, Mr. Jones is a novice in the newspaper game. For many years he has been a very heavy stockholder in the *Chronicle*, of which he is now sole owner. As such he has had a voice in its management, and has helped shape and direct both its editorial and business policies.

"The day has only 24 hours in it and my 24 hours are pretty full now," he says. "I shall generally direct the paper's policy and act as counselor for both those in the business and editorial ends of the paper."

"I hold that no paper can fulfill its mission of service unless it can stand on its own bottom, unless it is a going business concern, unless it be a profitable business," says Mr. Jones. "There are two sides to a newspaper, its business side and its public service side. If it fails in its service to the public, in its ideals, it usually fails as a growing business. On the other hand, if it fails to stand on its own bottom, it can manifestly survive only as the subsidized organ of some man or interest. I expect the *Chronicle* to remain a great newspaper, to become a much greater newspaper."

In acquiring full ownership of the *Chronicle* from M. E. Foster, founder and

for 25 years its directing head, Mr. Jones made no change in personnel, except to promote some executives. When asked as to his ideals of what a newspaper should be, Mr. Jones referred the questioner to a statement he made on the editorial page of the paper the day he took charge, which is: "I regard the publication of a newspaper as a distinct public trust and one not to be lightly treated or abused for selfish purposes or to gratify selfish whims. A great daily newspaper can remain a power for good only so long as it is uninfluenced by unworthy motives and unbought by the desire for gain."

"A newspaper that can neither be bought nor bullied is the greatest asset of a city or state. Naturally, a newspaper makes mistakes in judgment as it does in type, but so long as errors are honestly made they are not serious when general results are considered."

"The success or failure of a particular issue is of little consequence compared with the all important principle of a fearless and an honest newspaper. This I intend the *Chronicle* shall always be, a newspaper for all of the people, democratic in fact and in principle, standing for the greatest good to the greatest number, championing and defending what it believes to be right and condemning and opposing what it believes to be wrong."

"Such have always been the policies of the *Chronicle* and to such it is now rededicated."

LITTLE ROCK NEWS SOLD TO ARKANSAS GROUP

El Dorado Men Join with Present Publisher and Associates in Purchase of Afternoon Daily—Myers Remains in Charge

Purchase of the controlling stock in the *Little Rock (Ark.) Daily News*, afternoon paper, was announced July 6, by L. B. Myers and associates of Little Rock and Stanley Andrews and associates of El Dorado.

The stock purchased was that formerly held by the L. T. Brady estate of Tulsa, Okla. Mr. Myers and the El Dorado group pooled interests in the purchase of the stock.

The plant will be moved immediately to the building occupied by the *Arkansas Farmer and Homestead*, of Little Rock, now owned by the Stanley Andrews Publishing Company of El Dorado. The two papers will be operated through one mechanical department though the business, editorial and advertising departments will be separate. There will be no financial merger of the two properties.

Mr. Myers, who with the Brady estate bought the *Little Rock Daily News* four years ago, will remain as publisher while Stanley Andrews, will become editorial director.

Associated with Mr. Myers are his wife, Mrs. Ruth Myers, and Ray Metzger. The latter will be business manager of the *News*. Associated with Mr. Andrews are: L. C. Callow, Floyd Miller, Alex Washburn, and J. A. Plotner, of El Dorado, all interested in the *Arkansas Farmer and Homestead* at Little Rock as well as in the *El Dorado Morning News and Evening Times*.

Kenneth B. Roy, foreign advertising manager for the *Farmer and Homestead*, will also direct the foreign advertising and merchandising department of the *News*. Robert Lambert is managing editor. The *News* was founded in Little Rock eight years ago by a group headed by L. P. Robbins.

Roosen Now Making Colored Inks

H. D. Roosen Company, New York manufacturers of printers ink, has started production of a new special colored ink for comic sections.

New Classified Chief on N. Y. Times

John A. Finneran has been promoted from assistant to classified advertising manager of the *New York Times*, succeeding W. W. Miller, who has been placed in charge of book advertising.

CHICAGO NEWS ENTERS NEWSREEL FIELD

Serving 40 Theaters With Local Motion Pictures That Tie Up With News of the Week—First Release July 5

The *Chicago Daily News* has entered the motion picture industry with a news agency, the *Chicago Daily News Screen Service, Inc.*, the object of which is to give Chicagoans local news on the silver screen. The first release was shown in Chicago theaters Monday, July 5.

More than 40 theaters have already contracted for the *Daily News* weekly newsreel service, the pictures for which will be gathered by news men and expert photographers. The scenes are strictly local and the pictures are to be taken and booked only within a limited radius of Chicago. They will not compete with national news reels on the market.

Under the present arrangement, 500 feet of film will be released at the beginning of each week. Four hundred feet, covering "spot news," will be distributed at intervals thereafter throughout the week. Major events of the day will be shown on the screen the same evening.

The first release included movies of the tennis matches at Skokie country club; the horse races at Homewood, Ill.; the automobile races at Roby, Ind.; the veterans' dedicatory services at Blackhawk park; the Moose convention program in Grant Park; the Sammy Mandell-Rocky Kansas championship fight; the return of Mr. and Mrs. Carter H. Harrison, globe trotters.

The new corporation is a subsidiary of the *Chicago Daily News*, and operates under the direction of the paper.

The *Daily News'* entry into the motion picture field was welcomed by film magnates and screen stars.

"The *Chicago Daily News* is to be congratulated for pioneering in an important field," Marcus Loew, exhibitor, declared. "The extension of an up-to-the-minute news reel service is bound to become a very important factor in our life. The big national news reels, of course, cannot satisfy the eagerness of communities for pictures that are of peculiar local interest, any more than a national newspaper can provide local news features which newspaper readers in every town want to find and do find in their own home papers. I am satisfied that the *Daily News* is launching upon an adventure predestined to be emulated throughout the country."

"It is logical that a newspaper should undertake this new development of motion pictures," said James Rowland, general manager, First National Pictures Corporation. "It is a department that fits in exactly with the business of newspaper making. I feel that the news reel is but a logical department of the service which a newspaper should give its public."

"It will be interesting to watch the effect it is bound to have on papers that are inclined to exaggerate facts. The news pictures cannot lie, and if an irresponsible publication indulges in word extravagances concerning an event, all who see a picture revealing that event as it actually occurred will be impressed with the unreliability of the lying paper. Thus papers which cleave to the truth must benefit by the broadcasting of local news pictures."

Correction

In a recent issue of *EDITOR & PUBLISHER*, H. A. Dryden, secretary of the Association of Newspaper Classified Advertising Managers was named as being classified manager of the *Peoria Star*. Mr. Dryden is classified manager of the *Peoria Journal-Transcript*.

Merger of Weeklies in Virginia

The *Waynesboro (Va.) Valley Virginian* has purchased and absorbed the *Waynesboro Times*. Both are weeklies. The *Valley Virginian* is edited by Louis F. Jordan, a frequent contributor of legal articles to *EDITOR & PUBLISHER*.

CURTIS CENTERING INTEREST IN NEWSPAPERS

Noted Philadelphia Publisher Now Giving Personal Attention to His Dailies, Leaving Magazines in Capable Hands, He Says—A Visit to Lyndon Reported

By PHILIP SCHUYLER

This is the second and concluding chapter reporting a visit made with Cyrus H. K. Curtis to his estate "Lyndon" near Philadelphia, Pa. In the first article published June 19, Mr. Curtis named his favorite advertising writers.

"NO, I never took any lessons. I learned to play myself."

This answer to a question given by Cyrus H. K. Curtis as he played the pipe organ in the luxurious music room in his estate "Lyndon," near Philadelphia, Pa., fixed the publishing genius very clearly in my mind.

He learned how himself—the sort of man who has a will to do together with the desire.

You, perhaps, have heard a great organist play, have read an immortal writer's lines, have seen an expert tennis player serve, and have said:

"I wish I could do that."

Mr. Curtis said the same thing when he first heard an organ played, then went a step further. He answered his own wish. He was his own geni of Aladdin's lamp.

Thus a youngster at the back door of a newspaper in Portland, Me., sat on a newsprint roll one day waiting for his bundle of papers.

"Gee, I wish I was a great publisher," he dreamed, as he heard the presses roar in the room behind him. Then he went out and made his wish come true.

Mr. Curtis became publisher of America's greatest magazines. Today he has relinquished his interest in the management of his *Saturday Evening Post*, *Ladies' Home Journal*, and *Country Gentleman*, and his centering his own personal interest in his newspapers, the *Philadelphia Public Ledger* and *North American*, the *Philadelphia Evening Public Ledger*, the *Philadelphia Sun*, a tabloid, and the *New York Evening Post*.

"I want to be the publisher of America's greatest newspaper," he had said to me toward the end of a short motor drive from the Curtis Publishing Company's building on Independence Square, Philadelphia to Lyndon, his estate, 15 miles outside the city.

As I sat listening to him at the pipe organ, master of that most beautiful and difficult instrument, I wondered if this time Mr. Curtis would make his own wish come true.

"I'm not giving a thought to my magazines now," he said. "They are in capable hands. I've really just started to become a newspaper publisher. As I have said before, I don't want to become owner of a chain of newspapers. I don't want to buy any more newspapers. I want to make what I have the very best in the daily field. They are very good now; but I want to make them even better.

"I've realized my ambitions as magazine publisher. Now I'm tackling the daily field. I want to make a go of it.

"There isn't and shouldn't be any quarrel between newspapers and magazines as advertising media," he added, answering a question. "Both are necessary; both have their own particular advantages and uses for the intelligent advertiser."

Mr. Curtis' personal direction of his newspapers while close is periodic. Last week he sailed from New York on his yacht *Lyndonia* for a summer vacation in Maine. Unlike William Randolph Hearst, he does not keep in constant telegraphic touch with his papers while he is away. For the past several months, however, he has devoted all his energies to his dailies.

"And," he said, "you will see the *New York Evening Post* humming in the fall."

Mr. Curtis in the course of conversation explained how he met and mastered routine problems of newspaper direction. The way he "learns it himself" is by professing sometimes complete ignorance, or by taking the opposite side of a ques-

tion to have the side he approved argued to him.

He will, for instance, he explained, receive his advertising manager, his editorial executives, his business managers

was different. That was marvelous. He understood newspaper presses, you see.

"People, you will always notice, are only interested in those things they can understand. Make your newspaper or



Cyrus H. K. Curtis and George Horace Lorimer aboard the "Lyndonia," Mr. Curtis' yacht.

and hear their presentation of some new proposal or plan.

Frequently he will, he said, profess antagonism at first toward the plan, whether he approves it or not. He will argue against it just to hear its supporters back it with reasons.

"I like to have my executives sell their plans to me," he said.

Another possibly revealing hint at Curtis' philosophy was also dropped in a casual way during the several hours of talk.

Mr. Curtis was telling of a visit to Philadelphia made by Julian S. Mason, just after he had been appointed editor-in-chief of the *New York Evening Post*. "I showed Mr. Mason the magazine presses—floor after floor of them printing the *Saturday Evening Post*," Mr. Curtis recalled. "He wasn't impressed at all. He didn't seem to give a continental for these machines.

"Then I took him to the press room, where the *Public Ledger* is printed. That

out from his keen grey-blue eyes. Beneath the dignity of the whitening beard one could imagine just a little scornful smile at some of his costly possessions. He is what he is and never lives in the land of pretend.

The walls of the music room, which Mr. Curtis had built as an annex to the original Lyndon built by an Abram Barker, a banker who went bankrupt, are lined with portraits in oil done by famous masters.

"Mrs. Curtis is the one who is interested in these," he declared candidly. "I don't care very much for them.

"Here is something I do like, because I understand it," he said later, snapping on the lights over a seascape, unsigned, showing a spray-washed Maine coastline.

"I know that," he explained. "I can just feel that mist in my face.

"And here is a room you really must see. This is my room. Here are the pictures I really like."

He opened the door to his bedroom. First he went to the bureau and showed me photographs of Mrs. Curtis in silver frames. Then he walked to a corner, where on the wall in one frame was a group of about a dozen photographs of civil war vintage. All were head and shoulder portraits of bearded men. Pointing to the group, Mr. Curtis said:

"This picture I guess I like best of all. These men were members of the Portland, Me., band. This one here," and he indicated one of the group, "is my father. He played the trombone."

The Philadelphia Sesquicentennial marks the 50th year of Mr. Curtis' residence in Philadelphia.

During the centennial year, 1876, Cyrus H. K. Curtis and Mrs. Curtis moved from Boston to Philadelphia to purchase the *Tribune-Farmer*, a weekly. Mr. Curtis was then only 26 years old, but had already been a publisher for several years. A newsboy in Portland, Me., he had started his own paper, and his first small property had been wiped out by fire.

The first Mrs. Curtis was the inspiration and guiding hand behind the *Ladies' Home Journal*, started as a supplement to the *Tribune*. Later Mr. Curtis bought the *Saturday Evening Post* for \$1,000, and, after he had spent \$1,250,000 on it, it turned the corner in four years.

"He charted the course and led the way to advertising as it is in America today," Richard Spillane has said of Mr. Curtis.

"In this country advertising is a century in advance of Europe and ages ahead of the rest of the world.

"If Mr. Curtis were to be gauged only by what he has done in revolutionizing advertising, he would rank high."

Of advertising, Mr. Curtis himself has said:

"Advertising is the essence of public contact; and as such it is worth almost any investment that might be made in it."

Court Denies Lindsley's Plea

The California Supreme Court has denied a writ of review to Alfred Lindsley, Humboldt editor, serving 1000 days in jail for contempt of court. Lindsley maintained that the articles published in his paper, which drew forth the sentence for contempt of court, were a repetition of former articles and not contemptuous.

\$100,000 Plant Addition Planned

Ground has been broken for a \$100,000 addition to the building occupied by the San Diego (Cal.) Sun Publishing Company, on Seventh street. The publishing company is planning on investing an additional \$75,000 in equipment at a later date.

HERMAN ROE ELECTED N. E. A. PRESIDENT

Publisher of Northfield (Minn.) News Succeeds Edgecombe—Omaha Picked for 1927—Group to Continue Envelope Fight—E. & P. Fight Against Free Publicity Praised

WITH a million dollars' worth of entertainment tucked away, delegates to the forty-first annual convention of the National Editorial Association closed their business sessions at Los Angeles, Cal., last Friday, July 2, after electing Herman Roe, publisher of the *Northfield* (Minn.) *News*, president, and selecting Omaha, Neb., as the 1927 meeting place.

Accepting the report of the resolutions committee, the convention went on record as favoring a continuance of the fight against government printing of envelopes; against free publicity for propaganda purposes; against government subsidy in postage rates to newspapers; as favoring a fair attitude toward the development of the Colorado river as an aid to California, and as commending the Editor & Publisher for leading the fight against free publicity as a means of advertising.

The resolutions committee's suggestion that executive secretary's salary be raised from \$4,000 to \$5,000 a year met favorable action. G. W. Marble, *Fort Scott* (Kan.) *Daily Tribune*, was chairman of the resolutions committee.

Charles M. Meredith of the *Quakerstown* (Pa.) *Free Press* was elected vice-president and a new board of directors consisting of the following was elected: Harry M. Taylor of the *Traer* (Ia.) *Star-Clipper*; L. M. Nichols, *Bristow* (Okla.) *Record*; Justus F. Creamer, *Orange* (Cal.) *News*, and John A. Kuyper, *DePere* (Wis.) *Journal Democrat*. Mr. Creamer is the only new member, being elected to fill the vacancy made by the advancement of Mr. Meredith to the vice-presidency. W. W. Aikens of the *Franklin* (Ind.) *Daily Star* continues as treasurer.

Closing of the business sessions did not close the tour of California enjoyed by the delegates. Virtually every community of sufficient size to accommodate the 500 delegates and their wives vied with each other to entertain the visitors.

The entertainment began at Kansas City when the special train bearing the delegates reached that city and was scheduled to last as long as there was a sufficient number remaining together to be designated as a group.

The delegates were given a day in which to inspect Imperial Valley on their entrance into California. They were taken about the great valley in automobiles to impress upon them the need of protection against floods from the Colorado river. This trip resulted in the resolutions committee recommending the development of the Colorado river.

At San Diego the delegates were tendered a dinner where they were greeted formally by Governor Friend W. Richardson of California, president of the California Editorial Association and a former publisher. The governor remained with the delegates until the close of the business sessions.

In Orange county, the center of California's citrus industry, a day was spent in sight-seeing. The delegates were treated to a barbecue, typical California style of hospitality, served in a great natural park.

The formal convention was opened Wednesday morning with the reading of a telegram from President Coolidge, who said:

"A free press, ably and conscientiously edited, has from the first been one of the staunchest pillars in our national edifice. Whatever tends to strengthen and to widen the influence of such a press, of course, is of direct and vital benefit to our government, and every citizen."

"Your plans for an extensive trip through the Middle West and the Far West will provide valuable opportunity for an exchange of experience and views among men of the various states. Such exchange cannot fail to result in keener realization that we are one nation and that we must not permit sectional jealousies to sway our judgment in the consideration of national problems."

Omaha's campaign for the 1927 convention got under way at Kansas City and gained strength up to the time of voting when it developed that virtually all other requests for the honor were too weak to make vote counting necessary. New Orleans, Minneapolis, Atlanta, Atlantic City, Providence, R. I., Cleveland and Duluth, Minn., were among the cities which extended invitations.

Outstanding in the address of the sessions was the report of J. C. Brimblecom, past president of the association, and editor of the *Newton* (Mass.) *Graphic* who gave a symposium of results obtained in a questionnaire to newspapers on the prohibition question.

"Of 147 answers received 98 declared their communities favored strict enforcement of the Eighteenth Amendment," said Mr. Brimblecom. "Twenty-nine were for modification, 11 for both enforcement and modification, three favored repeal of the amendment and six desired government control."

"I believe that much of the unrest concerning the prohibition question could be eliminated if the larger dailies could abstain from publishing quips and jokes on the problem of enforcement. The smaller dailies and weeklies have done much good by observing a request that this policy be pursued. But the larger dailies, looking for the sensational, are prone to make light of this most serious problem."

The report was received with enthusiasm, and the convention instructed that copies of the speech be given to all news associations operating leased wires out of Los Angeles.

An address by Frederick M. Snyder, representative of the Press Congress of the World, who declared that another great world war is certain to come soon unless something can be done to divert the public mind, was received with applause.

"The most hideously advertised thing in the world is war," said Mr. Snyder. "There is no progress in war. Every

conflict drags the world into a backward step in civilization. The purpose of the Press Congress of the World is to find an idea which will allay suspicion, and bring peoples closer together."

"The Relation Between Advertising Agencies and Smaller Newspapers," was the subject discussed by George W. Cushing of McKinney, Marsh & Cushing, Detroit advertising agents.

Mr. Cushing pointed out that the small-town publishers themselves are largely responsible for the indifference of national advertisers to the country press as an advertising medium. He asserted that the average publisher is a better editor than business man.

"It is a fine thing to have editorial ideals and live up to them," said Cushing. "It's another thing to get your tear sheets and bills out on time."

"I am a staunch believer in the mission of the smaller newspaper," continued the advertising man. "You may not fit into every advertising and merchandising campaign, but you have a definite place to fill."

Cushing pointed out that: "There is no standard basis from which to base rates in a smaller paper. Your circulation is not verified by organizations such as those maintained by the metropolitan paper."

Herman Roe, president of the N. E. A., has had long experience in association work. In 1922 he won the President's Silver Cup for the state vice-president obtaining the most members for the association from his state.

He served as chairman of the N. E. A. Advertising Committee for three years, 1923 to 1925. He was elected a member of the executive committee in 1924 at the Oklahoma City convention and elected vice-president at the Richmond meeting in 1925.

In his home state he is president of the Minnesota State Fair and secretary of the Republican State Committee. He is 40 years old, and was born at Porters Mills, Wis., June 9, 1886. He is a graduate of St. Olaf College, Northfield.

MEMBERS AND FRIENDS OF NATIONAL EDITORIAL ASSOCIATION



SIDELIGHTS OF N. E. A. CONVENTION

Harry Chandler Host at Breakfast—Women Prominent in Sessions—
Florida Editor Praises California—Mrs. Lord
Pilots Locomotive

H. C. HOTALING of St. Paul, Minn., sprung a surprise on the convention when he suggested that an endowment fund of \$100,000 be created to support his work. Secretary Hotaling suggested that 100 members be asked to donate \$1,000 each and offered to be the first subscriber.

JUSTUS F. CREAMER, newly elected director, was much in evidence during the convention. Mr. Creamer's particular task was doing what no one else was delegated to do, which was call taxicabs, hunt addresses of friends of the delegates, make appointments for Rotary Club members to make up attendance and in general spread oil on troubled convention affairs.

ONE of the unique features of entertainment provided for the editors and their wives was a breakfast on the last morning of the convention given by Harry Chandler, publisher of the *Los Angeles Times*, at the Los Angeles Breakfast Club. Incidentally the affair brought Mr. Chandler and William Randolph Hearst into close and friendly contact. The two men sat side-by-side at the function under an arrangement suggested by Mr. Chandler.

WOMEN were prominent on the convention floor, both as delegates and speakers. Virginia Sneed of the *Vicksburg (Miss.) Evening Post* claimed the distinction of being the youngest woman news writer at the convention. She brought with her a distinctive Southern drawl. Miss Marian Clifford of the *Pottsville (Pa.) Daily Republican* spoke on "A Woman's Opportunity in the Newspaper Field," declaring that this opportunity is largely what the individual woman makes it.

FRANK O. EDGEcombe of the *Geneva (Neb.) Signal*, who is blind, but manages at most times to conceal the misfortune, presided over all formal sessions in a manner that aroused much favorable comment among the delegates. In his last session as president of the association Mr. Edgecombe spoke with feeling of the friendships the office had brought him, and congratulated the association on the selection of Herman Roe as its next president.

NEWSPAPERS are obtaining much excellently trained material for their editorial and business staffs from the journalism schools, according to Buford O. Brown of the University of California school of journalism, who spoke on "What the Schools of Journalism are Doing for the Weekly Newspapers." Professor Brown declared "newspapers should develop into more perfect products mechanically and more serviceable organs" as the result of the work done by these schools.

MRS. EDGEcombe, wife of the retiring blind president of the association, is credited by her husband with being his "eyes." She was his constant guide about the convention halls and the city.

MR. MEREDITH, newly elected vice-president, led the discussion on the envelope printing fight. He declared that the practice of the government competing with private printing plants is working a great hardship on the small publisher. His remarks were greeted with applause.

EDITORS attending the Breakfast Club breakfast given by Mr. Chandler learned the password of the

club which is given as follows: A member of the club meets another of the fraternity and says, "Hello, Ham," whereupon he is answered, "Hello, Egg." The unique greeting worked well at the breakfast.

OLE BUCK, secretary of the Nebraska Press Association and head of the Nebraska delegation which won the 1927 convention for Omaha, was known among the delegates by his smoke. In fact, it was reported that he smoked the opposition out. When he appeared on the floor to place the Omaha invitation he displayed two pipes which rolled out the smoke like a bad furnace.

J. F. COMSTOCK of the Cranston (R. I.) *News* went to the conclave with the avowed intention of taking the 1927 convention to Providence. He admitted his state could offer no such entertainment as that given in Los Angeles, but assured the association that a "good time would be had by all" if Providence were selected. He was one of the first to withdraw his request in order to make Omaha the unanimous selection.

ALBERT TOZIER of Portland, Ore., retired, who was the seventeenth president of the N. E. A., was present, as he had been at 31 other conventions of the association. He declared in an informal talk that when he attended the first session of the convention 41 years ago he made much of the trip across the continent from Washington State by horseback. He promised to attend the Omaha session next year.

CALIFORNIA proved all that its boosters had promised, according to the delegates. Even Thomas M. Seawell of the *Winter Garden (Fla.) News* found it in his heart to admit "you've got a wonderful state out here."

MRS. BLANCHE K. LORD, city editor of the *Albert Lea (Minn.) Daily Tribune*, was accorded the honor of handling the throttle on the locomotive which pulled the editors' special train out of Liberal, Kan. She shoveled coal, and even was "master of the oil can," when bearings on the locomotive needed greasing.

ROYAL BAKING CASE IS REOPENED

Federal Trade Commission Vacates Dismissal for Purpose of Taking Testimony in Regard to Misleading Advertising

(By Telegraph to EDITOR & PUBLISHER)

WASHINGTON, D. C., July 8.—The Federal Trade Commission today made the following announcement in connection with docket 540, the Royal Baking Powder Company case: It is ordered (1) that the order of dismissal issued March 23, 1926, be and the same is hereby vacated as hereinafter mentioned; (2) that pending motions filed by counsel for respondent be and the same are hereby denied; (3) that the motion of counsel for the commission to reopen the case be and the same is hereby granted as follows; that the proceeding be and the same is hereby reopened solely for the purpose of taking testimony with respect to misleading advertising, anonymous advertising, the circulation of erroneous extracts from the book "A Collection of Cakes" by Claudia Quigley Murphy, and that no evidence be taken with respect to the statement published by the respondent Royal Baking Powder Company relative to the deleteriousness of alum baking powder, and it is further ordered that the dismissal of the complaint with respect to the slogan "No Alum—No Bitter Taste" be and the same is hereby confirmed, it being the opinion of the majority of the commission that the same, as before the commission in this case, is not an unfair method of competition.

Mr. Van Fleet refrained from voting and made the following statement: "I refuse to vote because it is apparent that a majority of the full commission will be in favor of the motion to reopen the case. I am still of the opinion first, that the Commission has no jurisdiction to set aside its dismissal, and second I think the procedure is irregular and that the matters presented before the Commission have been presented in an irregular way and not according to our procedure as provided by law and the rules and procedure of the Commission."

PANORAMA UNDER THE SHADE OF THE PALMS OF LOS ANGELES



ATTRACTIVE MAKE-UP STYLES SHOWN N. E. A.

Huge "Mannequin Pages" Used by Allen in Demonstrating How Papers Can Be "Dressed Up"
—Harmony Spoiled by Mixing Old and Modern Type Faces—Slovenly Wrappers Condemned

SPEAKING on "The Physical Appearance of a Newspaper," John E. Allen, editor of *The Linotype News*, New York City, made up before the members of the National Editorial Association, at Los Angeles, last week, a dozen different newspaper pages. The form of presentation was unique. One photographically enlarged newspaper body page four feet wide by five and a half feet in depth was used as the basis of all the pages shown and explained. On this background were superimposed, as the talk proceeded, the headings and other units making up each page, all units kept to the same enlarged scale.

Unit by unit he built up two six-column front pages, a seven-column front page, and five eight-column front pages, directing attention to the outstanding characteristics of each page. A display advertising page was shown, as well as a classified page. Particular attention was directed to the makeup of an editorial page.

He began the talk by showing the wrappers of two different newspapers—an unsightly wrapper and a neatly, appropriately printed one.

"The first impression a subscriber by mail gets of a newspaper is from its wrapper," he said. "If the wrapper is just a plain piece of news stock, the impression is not particularly favorable. If it is a section of a cut-up exchange it is positively unfavorable. If the wrapper is neatly, appropriately printed, it not only attracts favorable attention, but advertises the paper, the city, and the state to perhaps dozens of people on its way to the subscriber."

Mr. Allen emphasized the point that a paper may be excellent in news and editorial content, but if it is not attractive typographically it will not appeal to the reader as it would and should.

"Type faces should not be over-ornamental," he said, "should not attract too much attention to themselves, and the various faces used in a paper should harmonize with each other. For instance, old-style faces should not be used in close proximity with modern faces. Many papers use too many faces. Fewer good ones would be better. More care should be taken in selecting type faces for a newspaper than in furnishing the front office, for many more people see the paper."

"Body type should be plain and easy to read. At least the first few lines of each story should be leaded, to carry the eye in. Headings should be well leaded, particularly capitals.

"A half-inch margin of white space should appear on each side of the type page and at the bottom, with slightly more perhaps at the top. Many papers have margins of white space too wide. The effect is not good.

"Column rules should start right under running heads, not a pica below, and should show no breaks between sections when pieced."

The first six-column front page shown contained only one display face, a Gothic face, with the smaller heads in the bold face of the body matter used.

"Anchor heads," the speaker stated, referring to the main Gothic heads used at the top of the page, "should not be treated as 'floating' heads; that is, such heads should not be used down in the body of the page. They do not belong. The only heads that should be used in the body of or below the center fold of such a page should be the smaller boldface lines, in two-line or one-line heads, with the one-line heads toward the bottom. One-line heads should not be placed above two-line heads on a front-page makeup of this sort.

"As many important stories as possible should be opened on the front page. This is one way of leading the attention inside.



Mr. Allen demonstrating a well-balanced front page with interesting illustration treatment in the older style; but with the "free" or "floating" headings a little out of harmony in color with the headdress at the top of the page.

The objection often made to 'continued' or 'jumped' stories in magazines does not apply so much to newspapers. The front page of a paper is its show-window and should contain as many interesting items as possible, even if it is necessary to 'jump' several of the stories to other pages."

Attention was directed to the name-plate used at the head of the page. Above and below the date line were oxford rules, with the lower rule inverted. "About six points of space," the speaker said, "should be used above and below the date line; little more than this; surely not less. Many papers carry too much space between such rules, and some use rules less appropriate for such use than oxford

rules. Parallel or hairline rules do not present quite the same 'authority' as do the oxford when used with date lines. The ears in this name-plate are important items and should be used to call attention to leading features in the paper or to campaigns being carried on by the city or state, or to boosting the circulation or the advertising departments of the paper. One good weekly carries in one of its ears a calendar of the current month. This is an excellent feature, and helps to give personality to the paper."

The second six-column front page makeup was in capitals and lower case of Bodoni. "Such headings," Mr. Allen said, "are much easier to read than headings set entirely in capitals. Besides, the page



Demonstrating the building of an editorial page. The first three columns have been set wider than the rest of the page, in a larger size of type, deeper leaded. Regular departments on such a page tend to attract added interest to the page. The mast-head features the emblem of the National Editorial Association, and, among other things, gives the names and addresses of correspondents in other communities, that readers in those communities may get in touch with the correspondents when they have stories for the paper.

has a more-finished appearance. The two double-column two-bank heads below the fold of the front page relieve the monotony that otherwise would obtain were heading of smaller size used below the fold. Light parallel rules seem more in harmony for use as cut-offs than would oxford rules or hair-line rules."

In referring to the seven-column front page makeup, set in Cheltenham Bold, attention was directed to the virile appearance of the page. One item featured in that makeup was a single-column box headed, "School Notes." "Many families," the speaker said, "are interested in such notes, and some publishers find it advantageous to treat them conspicuously in the paper." After this page has been made up, a large disfiguring advertisement was placed on the page. "This is a good way to spoil the appearance of any front page," the speaker said. "Some publishers place advertisements on their front pages simply because advertisers ask them to do so. When the publisher goes into a hardware store to buy a lawn mower or a furnace, he doesn't ask the merchant to have such merchandise carried up and placed in his front window or moved into his private office for inspection while the transaction is being carried on. The buying is done in the regular sales rooms of the hardware concern. The publisher doesn't tell the merchant how the merchant should sell him his goods. He simply follows the regular course of the purchaser of hardware. And the publisher shouldn't permit the advertiser to tell him how to run his paper."

Each of the five eight-column front page layouts emphasized some particular characteristic. The first introduced an illustration, ornamental jim dashes, and italic lines. Boxed items also were featured. The way to lighten up black illustrations with white lines was demonstrated. "The ornamental jim dashes," the speaker said, "give character to the main headings. The italic heads give sparkle to feature stories." It was pointed out that single-column boxed items should be set with an ample shoulder of white space on each side, with corresponding margins of white space at the top and bottom of the boxes; that the body matter of such boxes should not be set wider than eleven picas in a column twice and a half picas wide. Such boxes preferably should be in boldface. "A leading metropolitan publisher claims that a boxed item has a better chance of being read than a main news story."

The second eight-column front page featured an unsymmetrical makeup, but a pleasing one. Two streamer lines were used, and a good way to connect the horizontal lines with the column rules was explained.

The third eight-column front page layout featured headings in condensed capitals and lower case. On this page also was treated an illustration in the older style of newspaper-picture treatment. "The newer style, the simpler," the speaker said, "is proving more popular right along, and is taking the place of the more ornamental illustrations formerly used."

The fourth eight-column front page makeup featured the more modern style of illustration.

The fifth featured a streamer above the name-plate, and attention was called to the fact that the type face used for the main headings—Cloister Bold—could be used throughout the whole paper if desired; that such a face was equally appropriate for use in the advertising columns as for news and feature heads.

An inside or back page was shown with carelessly composed advertisements placed disadvantageously on the page. Attention was directed to the faults

(Continued on page 49)

FIGURES AND SCENES IN FAMOUS N. E. A. CALIFORNIA SESSION



At the left is Harry Chandler, publisher of the *Los Angeles Times*, shaking hands with William Randolph Hearst at the breakfast given by Mr. Chandler to N. E. A. editors at the Breakfast Club, Los Angeles.



Herman Roe, new president of the national Editorial Association, and Mrs. Roe, photographed at the Los Angeles convention. Mr. Roe is publisher of the *Northfield (Minn.) News*.



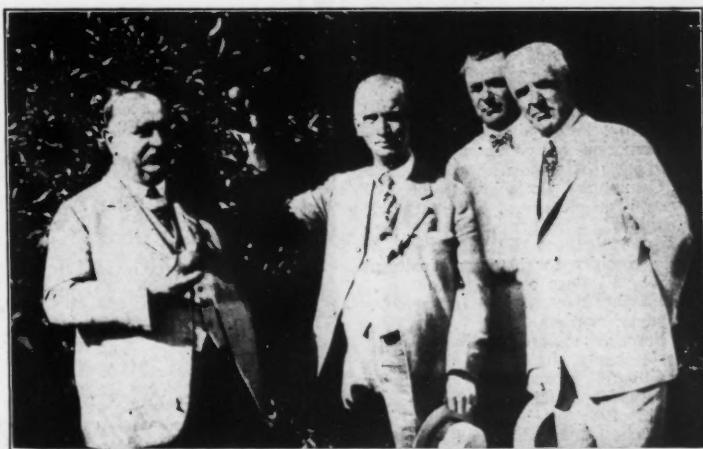
This impromptu band by pretty delegates to the N. E. A. convention was one of the hits of the breakfast given to the editors at the famous Breakfast Club of Los Angeles. Left to right—Vilma Howe, Ripon, Wis.; Betty Howard, Fort Atkinson, Minn.; Maxie Kramer of Orange, Cal.; Viola Howe of Ripon, Wis.; and Ann Anzer of Hudson, N. J.



The N. E. A. editors and their wives have ham and eggs in the famous palm covered horseshoe of the Breakfast Club, Los Angeles. Harry Chandler, publisher of the *Los Angeles Times* was host.



Justus F. Creamer
New N.E.A. Director, publisher *Orange (Cal.) News*



Those in the photograph are: Left to right—Friend W. Richardson, governor of California and president, California Editorial Association; Gary Willard, *Boonville (N. Y.) Herald*, past president N. E. A.; J. C. Brimblecom, *Newton (Mass.) Graphic*, past president N. E. A., and J. P. Baumgartner, *Santa Ana (Cal.) Register*, past president N. E. A. Picture taken in C. C. Chapman orange grove, Fullerton, Cal.



Frank O. Edgecombe

N. E. A. PAPERS IN MERIT CONTEST

Geneva (Neb.) Signal Awarded Cup for Greatest Service—H. H. Herbert, University of Oklahoma Judged Entrants

The *Geneva* (Neb.) *Signal*, edited by Frank O. Edgecombe, retiring National Editorial Association president, was awarded the EDITOR & PUBLISHER cup offered yearly to the N. E. A. paper performing the greatest community service at the annual convention of that body in Los Angeles last week.

Second place was given the *Florence* (Ala.) *Herald*, Marcy B. Darnall, publisher; third place to the *Colorado Springs* (Col.) *Farm News*, John N. Green, publisher.

Papers receiving honorable mention were: *Ada* (Okla.) *Weekly News*, Byron Norrell, editor; *Huntington* (Neb.) *Cedar County News*, J. P. O'Furey, publisher; *Union City* (N. J.) *Hudson News*, Richard V. Anzer, publisher; *Flemington* (N. J.) *Hunterdon County Democrat*, Moreau & Moreau, publishers; *Quakertown* (Pa.) *Free Press*, Charles M. Meredith, publisher.

H. H. Herbert, director of the school of journalism, University of Oklahoma, acted as judge of the contest.

In announcing the winners, Mr. Herbert said:

"Although the principles of community service are fortunately the same, there are wide variations in the way such principles may find expression. In a broad way, however, there are two forms of community service—first, the regularly sustained news coverage and editorial interpretation of the paper, maintained from week to week as its minimum obligation to subscribers; and second, the specifically undertaken projects and campaigns of the paper, particularly of the unselfish and altruistic type.

"Both kinds of service are essential, the first because no paper can pretend to be truly serviceable unless it supplies the news, the second because in every community there arises from time to time special needs and emergencies which cannot be properly met without the aid of the local newspaper. To gauge the community service of a newspaper it is necessary, therefore, to inquire to what extent and how successfully it satisfies these two requirements.

Four main elements, it may be said, constitute the standards by which newspaper community service may be judged. These points, which are listed below, apply with particular force to special undertakings, although they refer as well to the established functions and obligations of a newspaper:

1. Plan and significance of service—the editor's grasp of his duty and opportunity, the unselfishness of his attitude, the intelligence with which he attacks the problems, and the actual extent and value of the projects he undertakes.

2. Execution and technique of procedure—the reasoned, orderly manner in which the editor carries out his plans, foreseeing obstacles, comprehending the nature of the opposition, developing the strategy of attack, consolidating the gains he makes, and conserving the results of his efforts.

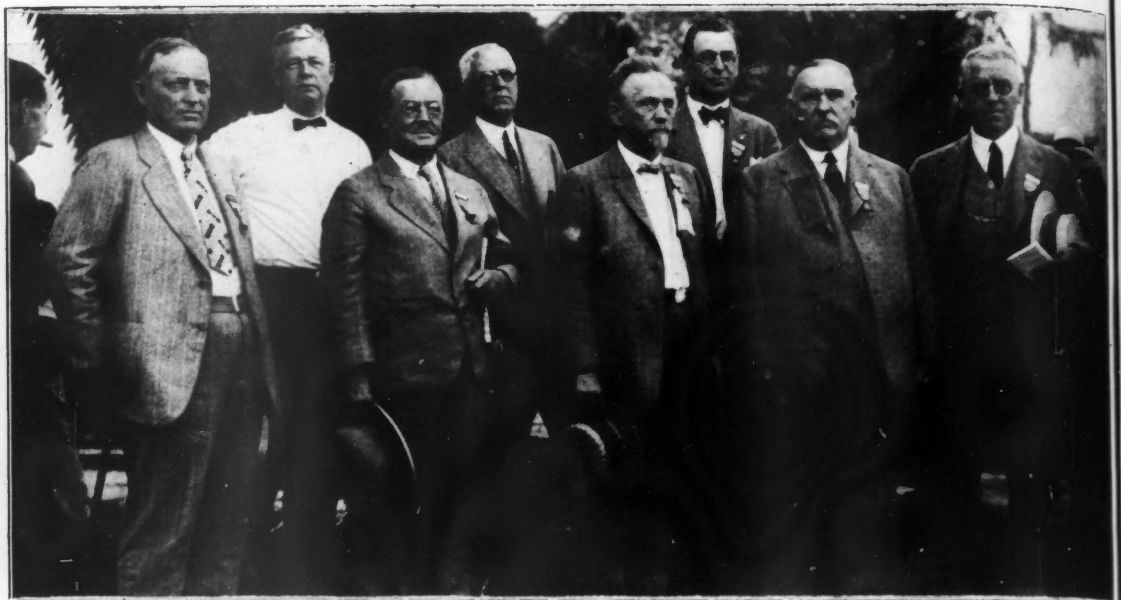
3. Difficulty and cost of the effort—the seriousness of the problems attacked, their resistance to solution, the odds to be met, the sacrifice involved, and the extent and nature of assistance received from other agencies.

4. Results and benefits to the community—the real value of the editor's work in terms of community progress, the actual good accomplished, and the permanency of the gains achieved.

Stated in another way, the standards are these: (1) What service was undertaken? (2) How was it carried out? (3) How hard was it to carry out? (4) What good was done?

Particular achievements of the three leading papers in the contest were listed by Prof. Herbert as follows:

GENEVA (NEB.) SIGNAL.—1. Promo-



Front row: Left to right—George W. Marble, Fort Scott, (Kan.) *Daily Tribune*, past president, N. E. A.; J. E. Ijkin, *Miami Riviera*, past president N. E. A.; Frank O. Edgecombe, editor *Geneva* (Neb.) *Signal*, retiring president; Friend W. Richardson, governor of California and president California State Editorial Association; Wallace Odell, publisher, *Tarrytown* (N. Y.) *News*, past president N. E. A. Upper row, left to right: H. C. Hotelling, St. Paul, Minn., secretary N. E. A.; J. P. Baumgartner, publisher *Santa Ana* (Cal.) *Register*, past president N. E. A.; and J. C. Brimblecom, *Newton* (Mass.) *Graphic*, past president N. E. A. Picture taken at Santa Ana, Cal., June 29

tion of the construction of the Anniversary Hall on the county fairgrounds.

2. Successful support of two water bond issues essential to the city's progress.

3. Settlement of a central heating plant controversy with a utility company.

4. Promotion of county farm bureau and agricultural extension work.

5. Promotion of county-wide movement for organization of farm women's clubs.

6. Aid to Geneva Community Club in uniting town and rural interests.

7. Gaining unanimous support for community chest method of raising local funds.

8. Successful promotion of plan to extend city paving of Meridian Highway.

9. Successful promotion of project to pave road to State Training School for Girls.

FLORENCE (Ala.) *HERALD*.—1. Promotion of all beneficial local activities, such as Associated Charities.

2. Aid to local chamber of commerce in its annual membership drive.

3. Help in development of Muscle Shoals power and factory facilities.

4. Frequent and regular analyses of Muscle Shoals congressional situation.

5. Development of tri-cities Muscle Shoals Traffic bureau.

6. Support for all city improvements, such as sewers, paving, etc.

7. Aid in creating spirit of friendliness between city and rural people.

8. Aid in construction of much-needed county high school building.

9. Promotion of community fair in different parts of county.

10. Community work by members of staff acting as officers of different civic organizations.

COLORADO SPRINGS *FARM NEWS*.—1. Offering trophies for better agricultural products at El Paso county fair.

2. Offering trophies for winners in local athletic contests.

3. Direct aid toward building up rural schools in county, the best in Colorado.

4. Promoting of dry-farming industry and importation of pure-bred livestock.

5. Promotion of better seed, tree-planting campaigns and good will excursions.

6. Dissemination of news and formulae in combating insect pests on farms.

7. Close co-operation with Colorado Agricultural College extension service.

8. Legislative crusade against reduction of agricultural college appropriations.

Jacksonville

Continues Its Upward Business Trend

Building permits totaling \$2,527,573 give new month record. . . Bank Clearings total \$2,103,185. . . Everywhere the upward trend in business is evident.

The Florida Times-Union matches these impressive figures with a gain of nearly two million agate lines of paid advertising so far this year.

The Florida Times-Union
~ JACKSONVILLE ~

DAILY 53,000

SUNDAY 70,000

The New York Times

leads all New York Newspapers in National Advertising

THE NEW YORK TIMES has for years led all newspapers in the United States in volume of national advertising, weekday and Sunday. In six months of this year The Times led all New York morning newspapers in total volume of national advertising weekday alone, and all New York newspapers weekday and Sunday.

NATIONAL ADVERTISING SIX MONTHS, 1926

	Weekday Agate Lines	Sunday Agate Lines	Weekday and Sunday Agate Lines
The New York Times.....	1,935,874	1,808,358	3,744,232
Second New York Morning Newspaper	1,752,930	1,161,690	2,914,620
Excess.....	182,944	646,668	829,612

The New York Times gain in national advertising in six months of 1926, weekdays alone, was 322,894 lines over the corresponding period of 1925. The gain, weekday and Sunday, over the corresponding period of 1925, was 636,110 lines.

In six months of this year The Times published 15,251,876 agate lines of advertising, an excess of 5,609,058 lines over the second New York newspaper and a gain of 1,664,480 lines over The Times' record for the corresponding period of 1925.

The Times is overwhelmingly the choice of national advertisers using only one newspaper in New York, and is the preferred foundation of any campaign using two or more New York newspapers.

Average net paid daily and Sunday circulation of The New York Times for the six months ended March 31, 1926, was 392,695 copies, a gain of 10,690 over the preceding six months—a greater circulation and a greater gain than any other New York morning newspaper of standard size.

CARTER FIELD ILL

Condition of New York Herald Tribune's Washington Chief is Grave

Carter Field, widely known Washington correspondent, and head of the Washington bureau of the *New York Herald Tribune*, has been desperately ill at the Garfield Hospital, Washington, as a result of a serious operation.



CARTER FIELD

Dr. Howard F. Strine, the attending physician, now offers hope for Mr. Field's recovery, although admitting his condition was grave for several days.

Mr. Field's illness prevented him from accompanying President Coolidge, with other members of the Washington corps of correspondents, to the Adirondacks this week.

Mr. Field is a former president of

the National Press Club, and a leading member of the Gridiron Club. He began his career at Baltimore and for years has been a well known figure in newspaper circles at the national capital. He is married and has two young children.

Dixon Buys Share in Daily

Woodson Dixon has been named advertising director of the *Long Beach (Cal.) Morning Sun*, in which newspaper he has become financially interested. Mr. Dixon was formerly assistant advertising manager of the *Long Beach Press-Telegram*, and at the time of the merger of the Press and Telegram, two years ago, he was advertising manager of the Telegram.

Classified Department Reorganized

A reorganization of the outside sales staffs of the classified departments of the *Chicago Herald and Examiner* has been put in effect. Under the new plan the outside territories have been divided into eight distinct units, each operating under the supervision of a division manager. The classified-display work will be handled by W. E. McCauley with J. R. Pick as his assistant.

HANSON SOLE OWNER OF MONTGOMERY DAILY

Buys One-Fourth Interest in Advertiser Held by Capt. W. T. Sheehan— Latter Retires Because of Ill Health

Victor H. Hanson is now sole owner of the *Montgomery (Ala.) Advertiser*, according to formal announcement Made July 1, Mr. Hanson having purchased the one-fourth stock interest of Capt. W. T. Sheehan as of that date.



VICTOR HANSON

Capt. Sheehan retired as editor and was succeeded by Grover C. Hall for many years his assistant. Osborn Zuber becomes assistant to Mr. Hall.

Capt. Sheehan's retirement was due primarily to ill health. For many months he has been out of active touch with the office, his work being confined to an editorial column of personal reminiscence which, after a few months rest, he will resume. He had been connected with the Advertiser for 26 years and had been editor since 1913 when Maj. W. W. Screws, for more than 40 years editor of the paper, died.

In 1915 Capt. Sheehan and Charles H. Allen bought the half-interest of Frank P. Glass and in April, 1923, Victor H. Hanson purchased the half interest of the Screws' estate and the one-fourth interest of Mr. Allen, since which time he has been majority owner and publisher of the Advertiser.

The sale of Capt. Sheehan's stock was at a price agreeable to both the purchaser and seller, according to their signed announcement and each paid tribute to the

other in the formal statements issued to the public.

Mr. Hanson has been majority owner and publisher of the *Birmingham News* since Feb. 1, 1910.

VINCENNES SUN SOLD

John T. Harris Buys Daily from Purcell Estate

One of the oldest papers in Indiana, the *Vincennes Sun*, Democratic evening paper was sold July 2, by the owners, Royal E. Purcell and Sons to John T. Harris of Vincennes, business manager of the Sun and formerly business manager of the *Washington (Ind.) Herald*. The financial consideration was not disclosed.

The deal includes only the business and newspaper plant of the publication, no real estate being involved in the transaction.

The new management announced the past business and political policies of the paper would be continued. J. D. Hogue, Jr., of Vincennes was named managing editor by Mr. Harris.

The Vincennes Sun was organized in 1804 as a weekly. Royal Purcell bought the publication in 1876, and in 1879 changed it to a daily. The paper had been in the Purcell family since. In 105 of its 122 years of existence the paper has been in the hands of only three families.

Royal E. Purcell, for 40 years in active management, died in 1918. The papers recently had been in the hands of the estate and George W. Purcell, a son.

Horter Goes to Boston Office

B. M. Horter, formerly of the Philadelphia office of the Cutler-Hammer Manufacturing Company, has been appointed manager of the company's Boston office. He succeeds J. M. Fernald, resigned. Horter has been with the Cutler-Hammer Manufacturing Company, since March, 1916.

BIG N. Y. LINAGE GAIN IN JUNE

NEW YORK daily newspapers registered a net advertising gain of 1,773,898 agate lines during June, carrying a total of 14,822,812 lines as against

13,048,914 in June of 1925, according to figures just issued by the Statistical Department of the *New York Evening Post*. The tabulation follows:

	1926	1925	1924	1923	1922	1921	1920
American	1,120,416	1,074,084	1,431,840	1,108,588	927,656	898,572	925,676
Herald	1,564,934	1,216,848	1,107,478	915,340	923,006	1,024,050	1,041,760
Herald Trib.	2,408,058	2,066,062	2,250,188	1,997,960	1,919,208	1,757,786	1,938,218
Times	1,545,308	1,355,502	1,568,208	1,579,332	1,483,048	1,263,902	1,589,126
World	305,282	299,288	490,782	361,338	268,212	222,458	144,770
Mirror (Tab.)	631,026	487,706	490,782	361,338	268,212	222,458	144,770
News (Tab.)	325,570	182,198	1,122,438	1,114,000	950,358	917,644	856,024
Eve. Graphic	1,189,390	1,122,438	1,168,160	1,114,000	950,358	917,644	856,024
Eve. Journal	390,536	390,890	382,656	376,262	311,632	508,180	487,736
Eve. Mail	823,862	690,554	612,526	737,608	737,546	722,580	848,192
Eve. World	1,327,910	1,111,870	1,031,870	938,076	849,518	685,674	785,414
Sun	512,490	522,928	716,044	625,798	615,708	598,412	746,470
Telegram	1,653,326	1,497,294	1,609,698	1,501,916	1,458,688	1,294,728	1,224,636
Bklyn Eagle	570,834	476,174	442,970	358,280	288,748	307,868	309,066
B'klyn Times	453,870	555,078	606,616	629,060	623,256	565,408	717,222
Stand. Union							
Totals	14,822,812	13,048,914	13,418,436	13,564,242	13,143,390	12,729,216	13,784,475

††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.

Pages	1926	1925	Percentage of Total Space	1926	1925	Gain	Loss
1,292	1,176	American	7.5	1,120,416	1,074,084	46,332
1,550	1,270	Herald Tribune	10.5	1,564,934	1,216,848	348,086
1,966	1,662	Times	16.2	2,408,058	2,066,062	341,996
1,386	1,208	World	10.4	1,545,308	1,355,502	189,806
844	804	Mirror (Tabloid)	2.1	305,282	299,288	5,994
1,336	1,128	News (Tabloid)	4.3	631,026	487,706	143,320
1,140	1,116	Evening Graphic	2.2	325,570	182,198	143,372
1,130	1,184	*Evening Journal	8.0	1,189,390	1,122,438	66,952
758	840	*Evening Post	2.6	390,536	390,890	354
852	694	*Evening World	5.6	823,862	690,554	133,308
1,010	900	*Sun	9.0	1,327,910	1,111,870	216,040
616	546	Telegram	3.5	512,490	522,928	10,438
1,270	1,216	Brooklyn Eagle	11.2	1,653,326	1,497,294	156,032
678	634	Brooklyn Times	3.8	570,834	476,174	94,660
460	572	Standard Union	3.1	453,870	555,078	101,208
16,288	14,942	Totals		14,822,812	13,048,914	1,773,898

*No Sunday edition.
†Sunday Graphic discontinued September 1, 1925; 86,042 lines for 4 Sundays, included.

A. P. Orders Foreign Staff Changes

Walter Whiffen, now in charge of the Peking bureau of the Associated Press, has been ordered transferred to the Buenos Aires bureau. He will not leave Peking until the end of September, and will spend a short time in New York before going to the South American post. Then he will replace W. Polk Flower, who will come to New York. John Lloyd of the Latin American department of the A. P. New York office has been assigned to Santiago, Chile, as correspondent. He will sail July 22. Mrs. Lloyd, a native of Spain, will visit her country before joining her husband in Chile. Lloyd has been with the A. P. since last September. He previously worked for the *Dayton News*. Antonio Cuneo, of the Buenos Aires staff, who came to New York for training at headquarters, returned to Brazil on July 3. Louis L. Guevara, formerly cable editor of *Havana El Mundo*, has joined the A. P. Latin American staff.

Only One Paper Really Covers Akron District!

National advertisers should bear in mind that the economical way of reaching the great Akron district, rubber center of the world, is through the one DOMINANT newspaper in this district, the

Akron Beacon Journal

Leading Other Northern Ohio Newspapers by Many Thousands in Circulation in this District—Second in Ohio of Six Day Evening Newspapers in 1925 Linage.

DAILY AVERAGE CIRCULATION FOR SIX MONTHS 51,973—GAIN of 4,647 OVER PREVIOUS SIX MONTHS

Bright New Typefaces

There's only one way for a paper to secure an unlimited quantity of bright new typefaces in any size from 6 to 60 point, full width, bold and extended included, cast on sluglines in the modern faces—that way is the Ludlow.

Of course, in addition to this the Ludlow saves a newspaper time, money and floor space. These reasons account for the progress the Ludlow System has made in hundreds of America's foremost newspapers.

Unless you are familiar with the work the Ludlow of Today is performing in newspaper plants large and small the world over—you owe it to yourself to investigate.

Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street

New York: 63 Park Row
Boston: 261 Franklin Street

A Page from The Christian Science Monitor

THE CHRISTIAN SCIENCE MONITOR, BOSTON, TUESDAY, JUNE 1, 1926

Women's Enterprises, Fashions and Activities

Bough Pottery

A Pottery Painting Studio in an Edinburgh Garden

London, Eng. Special Correspondence. Bough pottery is all painted with flower designs. Miss Elizabeth Amour told a representative of The Christian Science Monitor, "because the studio was in a garden and a tree. That is the reason it is called 'Bough' pottery, a name that often seems to puzzle people."

OSBORN BRUSHES and Monarch Cocoa are regular advertisers in The Christian Science Monitor.

During the past year the Monitor published 148 advertisements of Osborn Brushes, and 281 advertisements of Monarch Cocoa, placed and paid for by dealers in various cities.

By permission, we refer national advertisers to the Osborn Manufacturing Co., Cleveland, Ohio, and to Reid, Murdoch & Co., Chicago, manufacturers of Monarch Cocoa, for information as to the value of the Monitor as an advertising medium.

A Business Based on Specialized Knowledge

SIXTEEN years ago a stenographer working in an Omaha fur store, and drawing a salary of \$150 a month with business credits or responsibilities, made a discovery which revolutionized her plans and her circumstances. For a long time she had listened to customers talking over their prober of how and where to get their curtains and draperies properly and safely laundered. There were laundries that were doing this class of work together with other laundrying, but it was evident that it was not done satisfactorily, and delicate shades and trappings of apparel were too frequently things of the past when the goods were returned. Her name was Nancy Morris. She considered this problem, gathered valuable and systematic knowledge of the fine restorative of face curtains and all drapery goods, she then established her own laboratory where she experimented and tested until she knew a lot of things about the fabrics and the effects of laundering that were not common knowledge.

Swiss Recipe

Red Currant Jelly. Take an equal quantity of fruit and sugar. For every 2 pounds of fruit take a glass of water. Put the fruit and water in a macropan and stew until the juice runs easily through a sieve. Put the sugar in another macropan with the water (for each 2 pounds of sugar take a glass of water), place on the fire and leave until dissolved. Then put the hot juice with the hot liquid sugar and water. It will quite hot put out the fire and stir in the same amount of starch. The jelly will seem longer on the edges of the pan.

Orange Marmalade with REAL BLOSSOM

Indigestion, a sore throat, a cold, a headache, or a cough. When you pickled, then used for dressing, or fruit cake, or for the jelly, it is most potent anywhere.

Don't Wash Your Windows

Magic Brush. Clean them without water with the Magic Brush from the inside. Send \$1.25 to MAGIC BRUSH, Inc., 121 Tremont St., New York. Magic is outside of an advertising agency wanted.

Learn to Make Candies

Learn an attractive money-making term in a shop or your home. BRIDOR SCHOOL for PROFESSIONAL CANDY MAKING, 11 West 5th Street, New York.

DEQUET SHEETS AND PILLON CASES

Registered U. S. Patent Office. The Numark Machine Cotton Co., Salem, Mass.

All the Convenience of the City in the COUNTRY HOME or LAKE COTTAGE. NOW you can have a modern bathroom. Paul Private Water Systems supply the running water under pressure and Paul Septic Tanks take care of sewage disposal in a convenient, sanitary, and entirely automatic way.

The FORT WAYNE ENGINEERING and MANUFACTURING CO. PORT WAYNE, INDIANA. Pump, Water Systems - Water Softeners, Septic Tanks. CLIP AND MAIL THIS COUPON

Home-Made Library Paste

The axes for library paste are many and one wishes to employ it freely. When bought at the stationer it does not go far and is expensive. Here is a way to make excellent library paste at home, that works as effectively and keeps as well as that bought. Add to 1 cupful of white flour enough cold water to make a smooth paste that sticks easily. Four bits of newspaper at a time, into a pint of boiling water, stirring constantly. When it is all in, if the mixture seems too thick, add more water. Then let it continue cooking for 5 or 10 minutes, stirring all the time. To prevent its settling and forming lumps, remove the kettle from the stove and add 8 drops of cinnamon oil and a heaping teaspoonful of olive oil.



POLISH RESTORED Quickly and Easily

Once over with the FINNELL Electric Floor Machine and presto!—every trace of spilled water or dust or muddy foot prints is gone. It is not even necessary to remove the rugs or linoleum from the room. The FINNELL runs under chairs, betweens furniture and rugs. The FINNELL does the four things necessary to lay out beautiful floors. It prepares the surface. It applies the wax. It polishes the floor, rubbing the wax in and leaving none on the surface to later get slippery. It keeps the FINNELL electric floor machine. It is the only machine that does these things.

FINNELL ELECTRIC FLOOR MACHINE. In Warren's, in Warren's & Sons & Sons. Books! Free! Send Coupon Today!

osborn Brushes

Women Everywhere Are Turning To These New Osborn Brushes

In all larger cities, as well as throughout all the States, stores everywhere report an ever increasing demand for these New Improved Better Wearing Osborn Household Brushes. Careful housekeepers find that Osborn Brushes are better made—that they are correctly shaped and that they do make housekeeping easier. Yet they cost no more than ordinary brushes.

The OSBORN MANUFACTURING COMPANY CLEVELAND, OHIO

Floor Dust Mop New Reduced Price. Osborn Sizer \$7.25. Osborn Cloth and Upholstery Brush \$6.00.

YOUR MONEY BUYS MORE WHEN YOU BUY AT THE STORE. The OSBORN MANUFACTURING COMPANY CLEVELAND, OHIO.

Cashy Names. Write your name on this card and send it to Cashy Names, 121 Tremont St., New York. A mark of individuality.

1923 exhibition introduced Bough pottery to many appreciative overseas buyers. Miss, a Day, passed.

MONARCH COCOA Breakfast. Convenient and always ready to protect your pretty frocks are these dainty Dress SHIELD GUMMERS from Kleiner's. Made of fine net in flesh, white, or black, with Kleiner's famous Gem shields sewed in just the right position.

REID, MURDOCH & CO. Established 1883. General Office, Chicago, U.S.A. Branches, Boston, New York, Philadelphia.

1,000 DELEGATES IN SAN FRANCISCO FOR COAST AD CLUBS' CONVENTION

Marshall Dana Slated to Succeed Gilman as President—Hawaii Sends Big Delegation—12 Departmental Meetings on Program—Holland a Speaker

(By Telegraph to EDITOR & PUBLISHER)

SAN FRANCISCO, Cal., July 7.—This city for four days has resembled Honolulu. Thousands of men and women bedecked with leis, roam the streets, eat their food in restaurants and cafeterias and visit the attractions San Francisco offers. The occasion for the quick influx of strangers was the 23rd convention of the Pacific Coast Advertising Clubs' Association. Sunday morning brass bands and police escorts met the delegates, 1,000 of them, with their



DON E. GILMAN

wives at trains and steamship piers. Market street to Mason was gay with the banners of the Association. Many of the delegates went to the Hearst Greek Theatre, Berkeley, where addresses were made by Governor W. R. Farrington of Hawaii and Don E. Gilman, president of the P. C. A. C. A. Marshall Dana, associate editor of the *Portland Oregon Journal* was chairman of the day; Willard Schinder, secretary of the Oakland Advertising Club, sang. There was a band, of course. Those with "ad" badges roamed around Berkeley and Oakland in autos and after they were feasted at the Athens Club were taken to San Francisco.

All day Monday the visitors went on sight seeing trips, at night a dinner was given the presidents and secretaries at the St. Francis Hotel.

On Tuesday the business of convention began at the Native Sons Hall. The gathering was actually three conventions in one, for besides the general sessions, 12 departmental meetings were held.

The departmentals were: Classified advertising, out door advertising, financial, graphic arts, newspaper, publishers representatives, Better Business Bureau, community advertising, educational, public utilities, retail advertising, direct



LOU E. HOLLAND

by mail and incidental meetings. Hal King, president of the San Francisco Advertising Club presided. Speeches were made by Lou E. Holland, Kansas City, president of the National Better Business Bureau; Alvin Dodd, manager of the Domestic Distribution Bureau of the United States Chamber of Commerce, Washington, D. C.; and Harold J. Stonier, executive secretary of the University of Southern California.

In his address Lou E. Holland declared the object of the National Better Business Bureau is to save "the American people millions of dollars annually by checking frauds and bringing their perpetrators to justice." The bureau is specially interested in land frauds, according to the speaker. It was through this organization that the activities of fraudulent real estate men in Florida were checked and the bunk artists driven from the state.

"We have carefully compiled lists of thieving land dealers who have been warned that they will be prosecuted if they attempt to repeat their nefarious practices of the past," he declared.

The final business session of the Association begins Thursday with election of new officers and the selection of the 1927 convention city. Marshall N. Dana, associate editor of the *Portland Oregon Journal*, is the choice of the Board of Presidents of the Association, it was announced last Wednesday night, and the full convention Thursday is expected to ratify the choice.

Portland has been selected by the Presidents' Board as the next convention city, subject to the approval of assembled delegates. Honolulu was the only other contestant. Don E. Gilman, San Francisco, president of Association, was not a candidate to succeed himself. Mr. Dana, the selection for new president, is one of the most prominent newspaper men of the Coast and his ascendancy is said to please the mass of the delegates.

After Thursday's business session the delegates will allow themselves the first hours of relaxation and play since they arrived in San Francisco last Monday. A series of golf tournaments is scheduled to take the visitors into San Francisco's several outing spots. The play will be for valuable prizes.

Unworried because it did not land the 1927 convention, even though it brought a large delegation headed by Governor W. R. Farrington, the Honolulu Advertising Club concentrated its efforts in a campaign "to sell Hawaii to the Pacific Coast." Delegates were decorated with leis and hibiscus blooms, treated to large drinks of Kona coffee—"The only coffee

that grows on American soil"—and told alluring tales of dusky belles who danced on the beach in the moonlight.

To illustrate, the sedate but enthusiastic Henry Bredhoff, secretary of the Honolulu Advertising Club, put on a hula skirt, hung a scarlet sibilus over one ear, strummed a ukulele and crooned a Hawaiian love song. He essayed a few steps of the dance that made Waikiki famous. "You get the idea" said secretary Bredhoff, "I am just a bit plump to carry it off right."

The keynote of the Thursday afternoon sessions, "unity of the Pacific Coast," was sounded by David E. Whitcomb, Seattle, chairman of the Pacific Coast Empire Association. Taking their cue from Whitcomb, other speakers spoke not of California, Washington or Oregon, but of "The Coast." Lou E. Holland spoke on "Interesting Yourself in Your Neighbor," as a feature of day's convention.

Thursday's program is composed of a group of departmental sessions, concerning such subjects as: "Service Organizations as a Means of Greater Mutual Understanding"; "Community Advertising and the Man in the Street"; "The Banker Is a Newcomer in Advertising"; "The Retail Advertiser and His Relation to the Newspaper," and many others.

The most important of the meetings will be that of the Better Business Bureau, officials said—"That branch of the organized advertising profession dedicated to keeping business clean and free from fraud and misrepresentation." Fred H. Manter, manager of the Better Business Bureau of the San Francisco Advertising Club, will preside.

Next in importance is the session of the "Community Advertising" department of the convention, which will emphasize "The Growing Importance of Community Advertising Through the West in the Matter of Increasing Population and Swelling the Volume of Tourist Travel."

The serious work outlined for the convention has attracted national attention, it was indicated Thursday, when a letter

from C. C. Green, president of Advertising Club of New York, was received by delegates assembled for luncheon in the St. Francis Hotel. Sent by telephotograph, the letter was received in San Francisco a few minutes after it had been dictated in President Green's office in New York. Transmission of the letter was made by the Pacific Telephone & Telegraph Company, which distributed photostat copies to the delegates.

They Shunned Special Advertising

The *Salem (Mass.) Evening News*, in connection with the city's tercentenary celebration on June 30 issued a "Tercentenary Edition." The management decided to forego any special advertising in connection with the edition.

N. Y. Herald Tribune Begins Wet Survey

The New York Herald Tribune last week started publication of an international survey of liquor conditions.

Largest morning
and Sunday
circulation
in the Greatest
Market west
of Chicago
170,000 Daily
190,000 Sunday
LOS ANGELES
Examiner

Announcement

Advertising Coverage for an Entire Market
Provided Through the Combination Foreign
Advertising Plan of

The Superior Evening Telegram and The Duluth News Tribune

These two newspapers offer a unique service to the advertiser seeking sales in the Head-of-the-Lakes market. This market consists of a steadily growing territory in Northern Wisconsin and Northern Minnesota, centering at the Twin Ports—Superior, Wis., and Duluth, Minn.

A net paid circulation of more than 50,000 daily is offered by this combination. Through them the entire field is reached. Omit them and it is impossible to obtain complete coverage.

Regular Rates:

Evening Telegram, 7c per line minimum; News Tribune, 9c daily, 10c Sunday.

Combination Rate:

(5,000 lines) 14c daily; 15c evening and Sunday.

REPRESENTATIVES

The Evening Telegram—Weaver-Stewart Company
The News Tribune—E. M. Burke, Inc.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

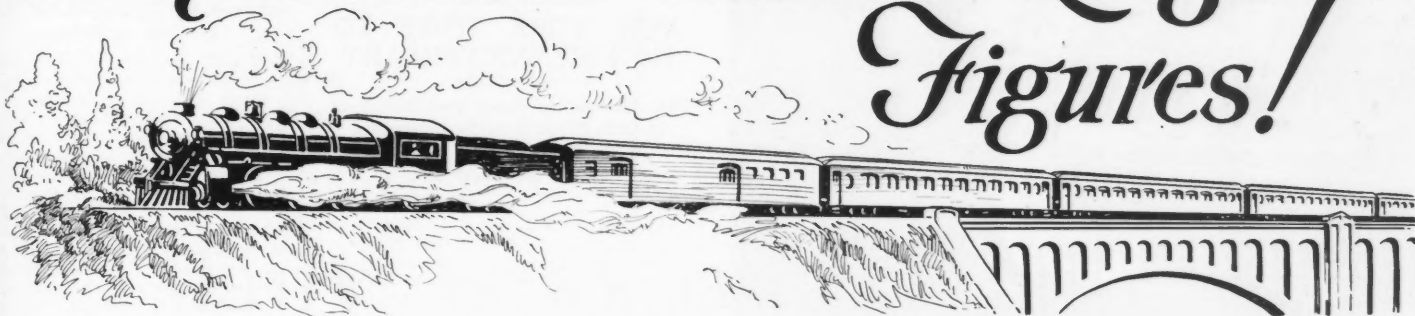
KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR
AMERICAN CUT-COST EQUIPMENT

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

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

Pay Roll of Locomotive Works In Richmond Runs to Large Figures!



—and it is spent in Richmond by Richmonders!

The huge plant of the American Locomotive Works in Richmond, Va., has a pay roll comprising several thousands of Richmond's citizens.

With a capacity of from twenty-five to thirty-five heavy modern locomotives per month, the plant is capable of caring for the largest contracts for the building of locomotives of all types, and for all sorts of railroads, both at home and abroad.

The wages paid to the individual workers are high.

And the tremendous total of their annual payments to Richmond citizens is spent in Richmond on the necessities and luxuries of life. This is one of the reasons why Richmond's purchasing power is stable—why the people of Richmond are steadily employed, earning regular incomes with which to buy the products of the Nation.

Richmond's living costs are the second lowest of any city in the United States. Richmond's industries are so diversified that rarely does it experience deflation or hard times.

Richmond people are always earning—and buying.

National Representatives

KELLY-SMITH COMPANY

Marbridge Bldg., New York City.	Waterman Bldg., Boston, Mass.	Atlantic Bldg., Philadelphia, Pa.	Tribune Tower, Chicago, Ill.
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J. B. KEOUGH, Atlanta, Ga.

If you have anything to sell—Tell Richmond about it in

Richmond, Va.

Has the third largest American Locomotive Works Plant.

The American Locomotive Plant in Richmond occupies 75 acres of ground and 36 buildings.

It employs 2,000 to 2,500 Richmond people.

Many thousands of dollars are circulated in Richmond from this Company's pay roll.

It is one of the reasons why

**Richmond Is A Steady
Permanent
Non-Fluctuating
MARKET**

The Richmond NEWS LEADER

"ON NEWS LEADER SQUARE"

Covers Richmond Like a Roof

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



A messenger of the New South.—T. J. Hamilton.

FLORIDA'S heyday has spread over boundary lines to states further north and there are many today who speak with the southern drawl who are talking the booster talk learned from California.

One of these messengers of the "New South" is Thomas J. Hamilton, president and editor of the *Augusta* (Ga.) *Chronicle*. With many another editor and newspaper business manager below the Mason-Dixon line, he is heralding a renaissance for the sunny southland. The "rebel yell" has been replaced by lusty Chamber of Commerce proclamations of prosperity, and the newspapers are as one in championing the new cause.

Dusty roads are giving way to paved highways, small cities are springing into the metropolitan class, real estate is booming, water power is being exploited, and business men and communities are awakening to the value of advertising.

In Georgia, the *Augusta Chronicle* has led the demand for improved roads.

"Georgia has appropriated \$11,000,000 a year for six years to build paved highways," Mr. Hamilton said. "At the end of this period the state will have a complete connected road system. Augusta alone is spending \$2,000,000 this year for paved highways within a radius of 40 miles.

"Another sign of the prosperity in Augusta is the fact that workmen are now working on three eight-hour shifts to complete the Forest Hills-Ricker Hotel in time for an opening set for January next year.

"Georgia is booming as a resort state, but the industrial advantages are even greater. Georgia, Tennessee, Alabama, and North and South Carolina have pooled their water resources, and they are being woven into one enormous hydro-electric power development.

"Like Florida, Georgia has no inheritance tax, and new industries are exempted from taxation for a considerable period. Lumber, clay, cotton, kaolin and other raw materials are within easy reach.

"The big news story from the south today is this," Mr. Hamilton concluded: "During the last ten years the South grew more than it did in the previous 50; it will grow more in the next 10, than it did in the past 100."

Mr. Hamilton has been trumpeting the "New South" for six and a half years now. That makes him one of the leaders in the present procession.

In 1919, he formed a company of local men who wanted to make Augusta prosper, and bought control of the *Chronicle*. He has been president and editor since

that time. Shortly after he took charge, Mr. Hamilton started listing his ambitions for Augusta on his paper's editorial page. So many of the ambitions have been accomplished, he has had to revise the list four times, he declared.

Last Dec. 31, the *Chronicle* issued a 104-page "Prosperity Edition."

Mr. Hamilton is a native son of Georgia. After being graduated from Mercer University at Macon, Ga., 20 years ago, he started newspaper work on the *Augusta Herald*. Later he became city editor of the *Chronicle*, the paper he now heads.

NEW YORK TIMES TO HONOR ANNIVERSARY

75th Birthday of Paper and 30th Year of Ochs Control to Be Celebrated With Special Roto Supplement on Sept. 19

The *New York Times* will celebrate its 75th anniversary with a special rotogravure supplement in tabloid size to be issued with the Sunday edition of Sept. 19, Louis Wiley, business manager, announced this week. The *Times* was founded in 1851 by Henry J. Raymond. The supplement will also celebrate the 30th year of Adolph S. Ochs' publisher-ship of the paper.

A feature of the historical section will be that advertising will be limited to firms founded 75 or more years ago. The *Times* has gathered together a list of about 2,500 firms in this country as old or older than itself.

Editorial content of the paper is in charge of Lester Markel, Sunday editor, while Theodore D. Palmer, assistant advertising manager, is handling the advertising.

Articles in the supplement will include a brief history of the *Times*; a comparison of New York City of 1851 and of 1926, and a history of communications, revealing how news has been gathered in the past 75 years.

There will be the reproduction of facsimiles of the first pages of the *Times* on historic occasions, such as: its first issue; the beginning of the Civil War; the assassination of President Lincoln; the exposure of the Tweed Ring; the sinking of the *Lusitania*, and others.

The *Times* publishes special supplements only on rare occasions. The last time was the Golden Jubilee supplement issued in 1901.

A. B. C. MEET OCT. 21-22

Dates for Annual Convention Announced by Claue—1,412 Publications in Bureau

The Audit Bureau of Circulations will hold its thirteenth annual convention at the Hotel La Salle, Chicago, on Oct. 21 and 22, Stanley Clague, managing director, has announced. Several kindred organizations, such as the American Association of Advertising Agencies, the Agricultural Publishers' Association and Inland Daily Press Association, will hold meetings in Chicago in A. B. C. week.

At noon on October 21, the A. A. A. will tender a luncheon to visiting publishers and, in the afternoon of that day, the A. B. C. delegates will gather at the convention headquarters to be greeted by President O. C. Harn, afterwards separating to attend the divisional meetings.

The general sessions will be held Oct. 22, and the day will conclude with the Bureau's twelfth annual banquet.

The publications now belonging to the A. B. C. number 1,412. Of these, 898 are newspapers, 176 magazines, 73 farm-papers, 27 periodicals and 238 business publications.

Colorado Editors in Contest

J. J. Cusick of Idaho Springs, Col., has offered \$100 in gold to the Colorado editor who writes the best editorial on mining and farming. The award will be made at the mid-winter meeting of the Colorado Editorial Association in January, 1927.

The Newspaper Story of Lima

A few weeks ago there were two morning papers in Lima. Now there is one.

The oldest paper, The Gazette was a half century old.

The other, The Star, an infant by comparison, three years young and having a helluva time getting established.

I started to sell The Star with my crew to the people of Lima and contiguous territory about three months ago.

In that short time I increased The Star's circulation fifty per cent with the result that The Gazette had to quit and now The Star, being alone, will make big money.

Did my work pay? Ask the publishers!

I did not use contests or tricks. I merely sold the paper with my crew of trained, gentlemanly salesmen and the publishers are holding the circulation with a better paper which I helped them improve.

I only repeated here my recent successes in Clarksburg, Parkersburg, and other cities. What I have done for them I can, with your cooperation, do for you.

Write or wire for details.

Frank J. Marks Circulation Service
614 Park Bldg., Cleveland, O.

BUSINESS MANAGER WANTED

For Evening Paper in City of 200,000

The Largest Evening Circulation in the State

The man who gets this position must know advertising and circulation methods. He will have the assistance of good department managers and a well organized staff of solicitors and service men. We want a man with constructive ideas who can take these departments and increase the volume of both local and foreign advertising, and both city and country circulation. To the man who has these capabilities, a very fine opportunity is offered. Give full particulars as to past experience and present connection in your answer. Box A-633, c/o Editor & Publisher.

A virile, brilliant, dynamic force in American journalism, sound in editorial policies, clean and alive in daily news and features, Scripps-Howard newspapers have captured the imagination and hold the confidence of their readers throughout the nation.



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

NEWSPAPER clippings about men or matters of moment are frequently pasted in a scrap book and make a valuable volume. Victor Von Klarwill has gone through the famous Fugger news-letters and from them has selected items relating to Queen Elizabeth, the England of her day, and her diplomatic relations with other countries. The volume is the second of the series of which the first was much more general in its subject matter. Both volumes are published by G. P. Putnam's Sons.

In reviewing the first volume I mentioned that the perusal of the same was like reading a newspaper in Elizabethan days to see who was being featured in the news. To read the second series is to repeat the experience, only the news is more local. But this fact should not be overlooked: the items in these news letters, however, were written with a foreign slant. Unless the reader remembers this he will have the wrong perspective. The twentieth century reader is more fortunate than the Fuggers of the sixteenth century for the book is illustrated with rare cuts and the news-letters were not.

To review a book of this character would be similar to commenting about a bound volume of newspapers. The only thing that gives unity to the book is the Elizabethan thread which binds the items together. From the historical point of view, the most valuable contribution of the contents is the story of the Spanish Armada—especially the story with a by-line of Hans Butcher. For American readers the contemporary items about events in South America are illuminating. International affairs were about in the same state when these news-letters were written as they are today.

The notes and annotations which accompany the text show every evidence of able scholarship. But the ignorance about journalism displayed in the introductory chapter is somewhat surprising. The Fugger agents were not "the only existing news correspondents of that day." English lords had news writers who were much more able journalists than any who wrote for the Fuggers. The stories written by John Chamberlain, the news master of St. Paul's, for example, about the execution of Sir Walter Raleigh and the death of Queen Elizabeth, are models of modern reporting. The Crasser News Agency at Augsburg was not the first of its kind: the honor of having the first news-gathering organization unquestionably belongs to Venice. If the editor of "The Fugger News-Letters" had perused some of those papal bulls against writing news letters that came from Gregory XIII or his immediate successor, Sixtus V, fewer errors would have been made in the volume about the journalism of the sixteenth century. But this is another story.

The volume does prove that strategic positions were held by Antwerp and Amsterdam as news centers. The contents of the volume make me more sure than ever before that in all probability the first printed newspaper appeared either in Antwerp or in Amsterdam. Even the items from Cologne frequently begin "They write from Antwerp" (page 72), "Fresh news from Antwerp" (page 76), "Letters have reached Antwerp from England" (page 82), etc.

Both series of "The Fugger News-Letters" are intensely interesting. They have a freshness, even after four centuries that is surprising. The house of Putnam has done a fine thing in making the volume available for American readers.

KANESADA HANAZONO is running a series of articles on "The Pioneers of Japanese Journalism" in the *Osaka Mamichi & The Tokyo Nichi Nichi*—the only English daily newspaper in Japan owned by Japanese.

This series by Mr. Hanazono shows that Journalism in Japan has passed through stages somewhat similar to those found in American journalism. One cannot read this series without being impressed by the fact that many of these early pioneers of the press in Japan were not only masters of the English language but also careful students of economic tendencies the world over.

HOW some irresponsible but indispensable machinists at the printing office of the *London Daily Mail* really started the general strike in England is well brought out in an article which Clifford Sharp, editor of the *New Statesman* of London, contributes to *The New Republic* for July 7. The article is headed "The Comedy of the Great English Strike."

THE prize of \$50 offered by the Encyclopedia Britannica for the educational game judged best by its American editor ought to appeal to the sporting instinct of a number of American newspaper men. Other games considered worthy will be paid for at the rate of \$10 each. The contest closes July 15, 1926 and manuscripts should be addressed to: Contest Editor, The Encyclopedia Britannica, 342 Madison Avenue, New York City.

PICTURESQUE glimpses in the life of a working journalist may be found in the volume to which its author, Albert Stevens Crockett, has given the title "When James Gordon Bennett was Caliph of Bagdad" (Funk & Wagnalls Company). Mr. Crockett gives the reader many interesting details about his boyhood days. He tells about the first book of literary merit that he ever owned, "Oliver Twist," and pays a nice tribute to the home town paper, the *Calvert Journal*. He speaks of the influence on his early life of Lynn Meekins, the well-known Baltimore editor, and of Josephus Daniels, "even then the presiding genius of a Raleigh daily."

Crockett's first job, however, was on the *Times* of Philadelphia, then edited by Colonel Alexander K. McClure. The city editor was Philip Speed, who had come to the *Times* from the *New York World*. From the *Times* Crockett went over to the *Philadelphia Inquirer*, the city editor of which was John Trevor Custis. Later Crockett secured a position as a reporter on the *New York Herald*, of which Frank Perley was then the day city editor.

Mr. Crockett eventually found his way to the desk of suburban editor. His next advance came when he was made the New York correspondent of the Paris edition of the *Herald* and of the *London*

Daily Telegraph. The latter job was a sort of course of training for work in the London office of the *Herald*.

What the rooms of the London bureau of the *Herald* looked like is thus set forth by Mr. Crockett:

The sole occupant of the place was an office boy. We had some difficulty making each other understand. Finally, gathering the purport of my questions, he ushered me into an inner room, containing two desks and a small table, three or four wooden chairs, a fire-place, a number of ragged books lying on the mantel-piece above, a dilapidated book-case containing a few reference books, an assortment of calendars on the walls, and piles of soiled manuscript and proofs spiked on the desks.

Of his work in London Mr. Crockett speaks as follows:

My work was to be mainly devoted to looking up Americans who might chance to be visiting London, interviewing them and chronicling the movements of such as were not desirous of escaping observation—now an obsolete construction of a newspaper correspondent's duties. This took me mainly to the hotels most frequented by Americans, especially those who enjoyed prominence because of wealth or social position.

The chapter, "Personages," deals with the important people Crockett met in London, as does another chapter, "Friends of Mammon." Other chapters take up the various assignments given to Mr. Crockett not only in England but also on the continent. These assignments are described somewhat in detail, but differ little from those given to other correspondents sent overseas to cover events for metropolitan dailies. Here and there throughout the volume one catches a passing glimpse of Caliph Bennett.

If the yarns spun by the old *Herald* men when they gather at the Newspaper Club have fifty per cent of truth in them, James Gordon Bennett was one of the most unique characters in the annals of American journalism. He well deserves a permanent portrait between the covers of a book where he will be the leading character. This criticism does not mean that Mr. Crockett's experiences are either dull or poorly described, but does imply that the volume should have a different title.

Nebraska Editor on Coast

Lou W. Frazier, editor of the *Fairmont* (Neb.) *Fillmore Chronicle*, has been visiting in Long Beach and San Diego, California. He will later go to Vancouver. Mr. Frazier holds the Nebraska record for longest continuous service in one newspaper plant. He has been the publisher of the *Fillmore Chronicle* for 41 years, and for two years before gaining ownership he was employed in that office.

Editor Loses Purse, Finds a Bride

Cyril E. Kissane, city editor of the *Wall Street Journal*, lost his wallet on the sands of Long Beach, Long Island, last summer. The purse was found by Miss Clair A. Dreyfoos, and therewith began a romance which ended last week at the altar of St. Patrick's church in Brooklyn. Mr. and Mrs. Kissane are now on their honeymoon.

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over \$300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S

Circulation Organization

Wire or Write us at 117-718 Commercial Exchange Bldg., LOS ANGELES

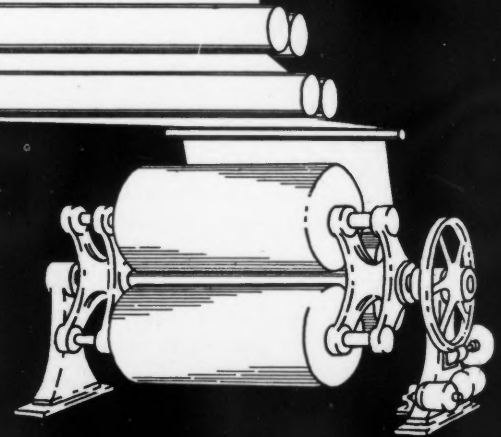
KOHLER MAGAZINE REELS

(PATENTED)

INCREASE PRODUCTION
DECREASE WHITE WASTE
REDUCE WEB BREAKS
SAVE TIME AND MONEY

KOHLER BROTHERS
ENGINEERS AND MANUFACTURERS

-CHICAGO- -NEW YORK-
WRIGLEY BLDG. NORTH EVENING POST BLDG.



Our Customers Write Our Ads

Staten Island, N. Y.,
Advance
Says—

"After experience with old style half circle plate presses, it is a vast relief to have all page steps by twos on our DUPLEX TUBULAR instead of having to make up four extra pages to accommodate tardy advertisers."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

Once upon a time there lived a newspaper publisher who knew his business. He gave the folks in his community a bright, well-edited, well-printed newsy paper. He took an interest in local conditions and caused the abolishment of many things that did not make for civic welfare. The folks believed in him and in his paper, and he enjoyed the good will of advertisers at home and abroad. His paper was sold on its sheer merits and he was satisfied.

One day, his sleepy competitor was acquired by a high-powered publisher from a big city. And then the fun commenced.

The new publisher started a circulation campaign and gave away automobiles, and sent boys and girls to Europe, and provided dolls for the babies and velocipedes for the kids. And his circulation grew apace.

But the old conservative publisher sat still. He said—"The people know my kind of paper, they know I sell the news, and they know the things I stand for in this community, and I'm not going to make a blooming circus out of my newspaper."

But the new publisher persisted and soon the ears of his newspaper carried the slogan "The greatest circulation in Smithville," and he broadcast his circulation figures and all the advertising world knew just how big and how wide his distribution had swelled.

And out in the National field the space buyers took notice. "Ah," said they, "this man must be a real humdinger. He's gone to Smithville and in about

a year has doubled his circulation and we ought to consider his paper."

The old publisher kept right on selling his paper to the folks—he lost very little circulation, for he had a good will that endured, but slowly and surely the new publisher acquired more and more National advertising.

The wise space buyers in the big cities were buying "coverage."

Then the conservative publisher took a tumble to himself. He said—"I publish a good newspaper, and I want to sell it in a fair, businesslike way. I want readers to continue to buy my paper because they really want it—because I furnish them with the news and the features they like to read, and because they have confidence that I'm going always to tell the facts as I know them. But if the space buyer wants inflated circulation, and I'm going to lose my National business by sitting quiet—it's surely up to me to bestir myself."

And thereupon a great rivalry ensued as to which paper could give away the most newspapers. Many didn't buy the paper because they wanted to read it—for much of the circulation was out of the natural trading radius of both papers. But you see it was a mad race for quantity distribution and costs or reader value were not considered.

Well, when the smoke cleared away, and the new publisher had spent about all the money he could afford, he found he was in second place and that both papers had swelled their distribution greatly.

And of course they had to raise their

advertising rates, locally—nationally—for there was no money in this new circulation and somebody had to pay for it.

The advertisers at home protested. Much of this new circulation wasn't any good to them because it was in markets covered by neighboring newspapers.

The space buyer in the National field hollered bloody murder but forgot that he primarily was the cause of the high cost of covering Smithville.

Moral—

As long as advertisers permit their agents to buy mere "coverage"—volume distribution, regardless of how it's acquired or where it's circulated, just so long will publishers vie with each other to lead in circulation—and just so long, too, will they pass the exorbitant cost of maintaining this worthless distribution along to the advertiser.

* * *

When the space buyer analyzes circulation methods and buys character distribution, advertising rates will get down to a lower level, based on value.

We wonder how long it is before advertisers will open their eyes to what they're doing. We wonder how long they want to pay for the gas that inflates the circulation balloon. The publisher doesn't want this circulation, it's a liability to him, and it isn't worth a continental to most advertisers. How can circulation, sold to people who do not want the paper but want a prize, or a trip-ticket—bring returns?

And the answer is, it can't.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

DETROIT
ATLANTA

NEW YORK
CHICAGO

KANSAS CITY
SAN FRANCISCO

EDITORIAL

S.N.P.A. CO-OPERATION

ACROSS the country newspaper men will read with sound interest and benefit the proceedings of the annual convention of the Southern Newspaper Publishers' Association. This organization is an outstanding success in sectional co-operation. Nowhere do newspaper men come together in finer social spirit or work more diligently for the common welfare. The S. N. P. A. has made great gains for its membership, both in refinement of methods and in reaching out for new business. It is a compact body, working harmoniously with the national organizations. It is a journalistic bulwark, founded upon great traditions and maintaining true ideals.

These are not mere pleasant phrases when applied to the S. N. P. A. The latent commercial power of the South is just being revealed to the nation, and Southern newspapers, largely through organization, are carrying the flag. The year has witnessed a phenomenal development, testified to in part by a big increase in national advertising in Southern newspapers. Behind this has been the co-operative advertising of the Southern press. The possibilities of this movement has scarcely been scratched. The South is coming into her own, after long and wearisome neglect, and will be recognized as one of the greatest sources of new national wealth during the next ten years.

John A. Park, publisher of the *Raleigh Times*, is the new president of the S. N. P. A., an able man, who will make the organization more efficient than ever before. The valuable information revealed at the annual convention is disclosed on other pages of *EDITOR & PUBLISHER*, but we desire to take this occasion to congratulate the body on its year's work and to hold it up before the newspaper men of the nation as a model of intelligent and effective co-operation.

Paste it in your hat: National newspaper advertising is now more than one-third of the total.

AMERICAN PROSPERITY LEADS

THE United States from the year 1790 to 1926 has enjoyed, on the average, 1½ years of prosperity for every year of depression, and with Canada leads the nations of the world, according to data collected by the National Bureau of Economic Research.

The relative duration of the prosperous and depressed phases in the business cycles of five important countries during various periods is shown in the following table:

Country	Period	Years of Prosperity per year of Depression
United States	1790-1925	1.50
England	1790-1925	1.11
France	1840-1925	1.18
Germany	1853-1925	1.18
Austria	1866-1925	0.70

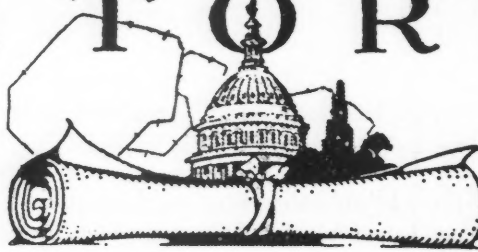
Canada enjoyed 1.86 years of prosperity for each year of depression in the period from 1888 to 1924. Her pre-war average was 2.08 years of prosperity for each year of depression.

Austria, China and Brazil have the shortest periods of prosperity compared to their periods of depression, the report declares.

The figures are interesting and will be used as a guide to future expectations among those who are committed to the idea that national prosperity travels in cycles the course of which may be, in a measure, predetermined.

Even more important, to our notion, is the simple observation that, aside from misfortunes over which mortal man has no control, national prosperity is won by progressive, thrifty, conscientious, working people and by just governments and that the guide to future expectation of prosperity is merely an estimate of the disposition of the people to work and progress and governments to be just.

A New York press agent when called upon to show results in clippings spent a few dollars for a supply, which was quickly printed in a job office, according to his own boast; advertisers who employ men to gyp newspapers should not be surprised if the gyps gyp them.



The days of our years are threescore years and ten; and if by reason of strength they be foreshore years, yet is their strength labor and sorrow; for it is soon cut off, and we fly away.

So teach us to number our days, that we may apply our hearts unto wisdom.—Psalms, XC; 10, 12.

MISSING ADVERTISING LINK

READERS who have followed discussion on this page of *EDITOR & PUBLISHER* of the strange non-advertising attitude of the great insurance companies of the country will find ample corroboration of our views and much interesting information in the address of Charles H. Holland, an insurance company executive and expert, before the advertising convention at Philadelphia, which is reproduced on another page of this issue.

From the angle of the great insurance companies Mr. Holland not only shows how a co-operative schedule might easily be planned but indicates how it could be run through the newspapers at minimum expense, a trifling cost considering the large objective and the ability of the companies to make the investment.

The point is that a large number of people in this country are not found by insurance agents, that insurance is needed by them and that newspaper advertising would deliver their names to local agencies as live prospects.

We insist, and Mr. Holland bears us out, that insurance is one of the great unexplored fields for modern newspaper advertising.

Protection from fire loss is the big, outstanding problem facing spruce forest conservationists; timberland fires need only be discovered to be successfully fought by well-known methods—this problem, therefore, is merely one of organization and support.

VALUABLE NEWS

ACORRESPONDENT asks *EDITOR & PUBLISHER*: "Why is such useless information as the following carried on press wires and published in our newspapers to the exclusion of valuable information?"

Mother Deserts Twins

Special to Miami Daily News

LONDON, May 25.—Twin girl babies were deserted by their mother in a perambulator in Lambeth.

Most newspaper men will agree with us that for human interest this brief cabled item has had few parallels in recent months. It is information that profoundly stirs the emotions of any normal reader. It may be highly significant. Child desertion is not uncommon in our civilization, but an instance wherein a mother forsakes infant girl twins is rare and merits publication.

The correspondent chose wisely, but should have given a basis for comment by reporting any fact concerning an economic or social condition which might have accounted for that wretched woman's act, strangely inhuman if she was sane.

The friend who questioned the value of this despatch and a half dozen additional foreign news items, all in our opinion bearing sound information, needs his summer vacation. When newspapers fail to treat human affairs they will have strayed from their best field of service.

In hot weather, stress entertainment!

STRAW FOR PAPER

REPORTS from Europe encourage the belief that the revived use of cereal straw as a substitute for pulpwood may assist materially in the solution of the paper problem of the future. Straw preceded spruce in paper manufacture, but was displaced owing to the immense quantity of spruce available on economical terms. However, as the spruce supply declines, straw again becomes of interest.

By the so-called Dr. Vaine process cereal straw paper is being produced in increasing volume and the quality of the fibre is well regarded. One London paper has been using it with excellent results for months. *New York Commercial* estimates Canada's annual yield of straw, now mostly wasted, at 8,000,000 tons, capable of conversion into 2,000,000 tons of pulp for paper. This does not take into account the vast quantity of wasted straw produced on our own prairies

No institution nor any man can be truly free unless economically independent.

TALE WITH A MORAL

ONCE we knew a successful newspaper publisher who made life as difficult as possible for his single struggling competitor. Theirs was a thriving, growing city, deserving legitimate newspaper competition, but so great was this stigmatic gentleman's greed that he fairly tortured the life out of his rival. When there was a paper shortage and the poor relation down the street asked to borrow a couple of rolls to make a day's run, pending receipt of a shipment, the cruel publisher said him nay. What he did to block advertising and circulation development of the weak sheet was all that a powerful publisher could do. Finally he was rewarded. The little publisher curled up and died. The newspaper's remains were purchased by a strong, well-financed group of local merchants who believed that the greedy one had evil designs which might thus be circumvented. They put up competition that was competition. It cost the greedy publisher a million, during ten years. This tale has an obvious moral: Competition is neither war nor poker.

The advertising agent who splits commissions with an advertiser is a rate cutter and menaces both to his own profession and publishing.

THE POSTAL DELAY

THE zone postal system and second-class postal rates running up to eight cents a pound have dragged their weary lengths through Congress for five years, last survivors of war expedients, and there is no bright prospect of relief by this Congress. Post-office politicians who believe the department should be "profitable" are having their way, sustained by Administration leaders who sympathize with the notion that newspaper publishing is just a business for profit and serves no particularly valuable public cause. The politician's allocation of costs continues to put upon second class mail the burden of the postal deficit, though the absurdity and wrong of it has long been apparent.

Prosperous big papers may be able to stand the loss and perhaps even enjoy the advantage over weak little papers that are oppressed by rates that make subscriptions abnormal or the cost of carrying circulation prohibitive, but the great question of public policy cannot be ignored: This government is operated by public opinion and public opinion is possible only through the printed page; shall the free flow of public information be inhibited by prohibitive postal rates?

The delay in correcting the unequal, unjust and wholly indefensible zone system and excessive second class rates has become scandalous. The publishers' organizations have given a vast amount of patient effort to the authorities to make the situation clear. The long delay seems to indicate that the opposition is deliberately arbitrary and the note of indignation we are now commencing to hear from publishers' committees seems justified.

That California was hospitable to the N. E. A. and that the 1926 tour will be memorable is well established by the news pictures taken at the scene.

PERSONAL

LOUIS WILEY, business manager, *New York Times*, is spending his summer vacation at East Hampton, L. I.

Howard C. Story, of Story, Brooks & Finley, publishers representatives, Philadelphia, sailed last week on the Aquitania for Paris.

James H. Moore, editor, *Knoxville (Tenn.) Sentinel*, is seriously ill. He recently suffered a slight injury to his foot, which developed an infection.

Ferdinand W. Hartford, of Portsmouth, N. H., publisher of the *Portsmouth Herald*, last week was elected president of the Rockingham-York Development Association.

L. P. Mitchell, editor and owner of the *Corcoran (Cal.) Journal*, and former publisher of the *Owensmouth (Cal.) Gazette*, is seriously ill in a hospital at Fresno.

IN THE BUSINESS OFFICE

LESTER E. LLOYD has joined the *Houston Post-Dispatch* as merchandising service manager.

D. H. Darrrough, formerly of the *Miami (Fla.) Tribune* and *Miami Life*, recently joined the *San Antonio Express-Evening News* advertising staff.

Mrs. Malcolm S. Lunn, wife of the circulation manager of the *Boston American*, and two children, Malcolm, Jr., and Mary, sailed last week from Boston on the Laconia for a tour of England and Scotland.

H. M. Wheeler for several years with the *Hartford (Conn.) Times* and later circulation manager of the *Worcester Telegram-Gazette*, is now circulation manager of the *Sarasota (Fla.) Times*.

IN THE EDITORIAL ROOMS

ROBERT H. DAVIS, famous Munsey editor, who conducts the "Bob Davis Recalls" column in the *New York Sun*, on July 1 read two of his tales before the microphone of WEAF, which were relayed to WSAL, Cincinnati, WFI, Philadelphia and WWJ, Detroit.

Howard W. Palmer, for the past two years assistant secretary of the Public Service Commission, Albany, N. Y., has joined the *Greenwich (Conn.) Press* as editor and manager.

Lawrence Gilman, music critic for the *New York Herald Tribune*, returned to New York City last week from Norwich Town, Conn., where he has been spending the late spring and early summer. On August 7, Mr. Gilman will sail for Europe with his family.

Howard Wilson, who covered the Eucharistic Congress in Chicago for the *San Francisco Bulletin*, spent a few days at Rockford, Ill., visiting former friends. He worked on Rockford papers 25 years ago.

John E. Sanford, special writer on the *Detroit News*, is taking a rest at the home of his brother, W. I. Sanford, in Dunkirk, N. Y.

McCready Huston, associate editor, *South Bend (Ind.) Tribune*, has returned from a two weeks' vacation in the East.

Franklin K. Sprague, financial editor, *New York Herald Tribune* is at the Lake Placid Club, Lake Placid, N. Y., for his vacation.

William T. Igleheart, city editor of the *Salt Lake City Tribune* for the past few years, has been appointed private secretary to Governor George H. Dern.

Joseph A. Brady, Albany correspondent, *New York Herald Tribune*, has left with his family for a camp at Sacandaga, in the Adirondacks.

James McCamey, reporter for the *Austin (Tex.) American*, is visiting his family in Knoxville, Tenn.

John Wagner of Duluth has returned to the newspaper business after a prolonged absence and is now a reporter on the *Duluth News Tribune* staff.

David G. Barenter, Raleigh T. Curtis and Thomas R. White, have joined the copy desk of the *New York Herald Tribune*.

J. K. Truebridge, formerly of Seattle and a graduate of the University of Washington in 1921 has joined the copy desk of the *Portland Oregonian*.

Charles S. Salomon state courts reporter for the *New York Herald Tribune*, returned this week from a vacation trip to Cuba.

Jack Lawrence of the sporting department, *New York Herald Tribune*, has been transferred to the city staff.

Harry Neigher has joined the staff of the *Springfield (Mass.) Union* as reporter and cartoonist.

J. H. Walker of the reportorial staff, *Derby (England) Express*, has been appointed editor-in-chief of the *Leicester (Eng.) Mail*.

H. A. Nickel is now the editor of the *Needles (Cal.) Nugget*, succeeding Mrs. Caroline Zimmers.

E. A. McSweeney, assistant Sunday editor, *New York Herald Tribune*, has returned from his vacation.

The engagement of Miss Doris Williams of New Britain, Conn., to Gordon Goldsmith, assistant news editor of the *Bridgeport Telegram* was announced recently.

Philip Kinsley of the *Chicago Tribune* has left for a two months' leave of absence. He plans to spend July in hiking on the John Muir trail in California. In August he will join his family in Colorado.

Antoinette Donnelly, beauty specialist of the *Chicago Tribune*, will spend the next three months abroad.

Clyde Brown, in charge of the photographic department of the *Chicago Daily News*, is spending several weeks in Massachusetts.

HOLDING NEW POSTS

LEO CAVANAUGH, from police reporter, *Waterloo (Ia.) Tribune* to copy desk, *Duluth (Minn.) News Tribune*.

Leonard Ware, from copy reader, *Springfield (Mass.) Union*, to copy desk, *Boston Herald*.

John E. Nevin, from political reporter, *Washington (D. C.) Post* to staff, *New York Herald Tribune*.

Harry Cohn, from *Milwaukee Sentinel*, to telegraph editor, *Duluth (Minn.) News Tribune*.

CHANGES OF OWNERSHIP

H. W. ALEXANDER, publisher of the *Sheffield (Ia.) Conrad Record*, has purchased the *Thornton (Ia.) Enterprise* from M. Bilderback, who has published the paper the last 12 years.

FOLKS WORTH KNOWING

HERBERT R. EDE, city editor of the *Newark (N. J.) Evening News*, recently appointed associate professor of journalism at Rutgers University, New Brunswick, N. J., has had 17 years newspaper experience. He has been city editor of the *News* now for four and a half years.



HERBERT R. EDE

Graduated from Brown University with the class of 1909, Mr. Ede started his career with the *New Bedford (Mass.) Evening Standard*. Later he worked for the *Providence Journal*, subsequently joining the staff of the *Boston Herald*.

He came to Newark 14 years ago, and spent a year on the staff of the old *Newark Morning Star* before becoming associated with the *News* as city hall reporter. After about a year on the street, Mr. Ede was transferred to desk work, becoming head of the copy desk eventually. In April 1919 he was promoted to assistant city editor, and was made city editor in 1922.

At Rutgers, Mr. Ede will be assistant to Prof. Allen Sinclair Will, formerly city editor of the *Baltimore Sun*. The Rutgers journalism department was established largely through the efforts of the New Jersey Press Association.

Mrs. Anna Pier recently sold the *Almira (Wash.) Big Bend Outlook* to F. A. Wilson and William Evans, former employes of the paper.

MARRIED

OSCAR A. ANDERSON, of the circulation department, *Galesburg (Ill.) Republican-Register*, to Miss Mabel Johnson, June 28, in Galesburg.

Sterling Price Anderson, telegraph editor, *Knoxville (Tenn.) Journal*, to Miss Dorothy Alexander Henderson, of Bristol, Tenn., July 1, at Bristol.

W. F. Snowden, eastern division traffic chief of the Consolidated Press Association, to Miss Marion Therese Brady of New York, June 27.

Leon Harpole, of the *Chicago Tribune* staff, to Miss Eulalia Tortst, in the home of the bride's parents in Normal, Ill., June 26.

Horace Epes, editorial director of the Consolidated Press Association, to Miss (Continued on page 28)

AS popular with every member of the family as ice cream!

From grand-dad to those of an age with Christopher Robin himself!

It is because of the span of its appeal, because reading Milne once means looking for him each week, that subscribing papers find they have an out-of-the-ordinary success in

THE A. A. MILNE WEEKLY FEATURE

In Verse or in Prose
Fitting Drawings by Bert N. Salg

Several Million Readers are already "Rollicking with Milne in the Funshine."

The list of cities of all sizes using Milne is mounting quickly on the merits of the feature.

Why not give your readers, too, "a Joyride on a Rainbow"?

Metropolitan Newspaper Service

Maximilian Elser, Jr. Earl J. Hadley
General Manager Associate
150 Nassau St., New York City

100% Plus 100%

SUPERIORITY of the newsphotos and sports in The Central Press Association's complete and exclusive daily illustrated news and feature service is established. More than 400 editors rate them 100 per cent.

The features in The Central Press Service also are 100 per cent, as a constantly increasing number of editors are willing to testify.

Cargill's editorial cartoons are reproduced with exceptional frequency by The Literary Digest and other important reviews. Charles Hanson Towne's "Poems I Love" is one of the best poetry features being published today. Mme. Lisbeth's fashion articles, illustrated by actual photos, have a nation-wide audience. There always is a women's serial of compelling interest, by a noted author, being released to Central Press clients. The current serial is by Samuel Merwin. Florence Smith Vincent writes women's editorials and children's stories; Mary Morton, household science, and Lillian Campbell, a review of women's activities, for Central Press. There are six other entertaining or informative daily features in The Central Press service.

Let us send you the service for four days, without charge.

The Central Press Association

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

P. S. We Produce the World's Best Picture Page.

(Continued from page 27)

Glenda Reid Millan, of Washington, D. C., at the First Methodist Church in New York, Saturday, July 3. Mr. and Mrs. Epes will make their home in Washington.

Donald McClure, Sunday editor of the *Indianapolis Star*, to Irma B. Lowe, at Cincinnati, July 2.

Leroy Sims of the *Birmingham Age Herald* to Miss Flora Virginia Hammill of Birmingham, July 1.

Harry Irish, circulation department, *New York World*, to Beatrice Hurley, formerly with the *Rochester (N. Y.) Post-Express & Journal*, July 4.

WITH THE SPECIALS

A. C. BACKUS, publisher of the *Milwaukee Sentinel*, has announced that effective July 12, the *Sentinel* will be represented in the national advertising field jointly with the *New York American* and the *Chicago Herald & Examiner*.

SPECIAL EDITIONS

LETHBRIDGE (ALTA.) HERALD 70-page edition celebrating the 20th anniversary of that city, June 26.

Sheridan (Wyo.) *Post-Enterprise*, Custer Fete Pictorial edition, June 18.

NEW PLANTS AND EQUIPMENT

THE following newspapers have recently installed Ludlow equipment: *Ambridge (Pa.) Citizen*, *Atlantic City (N. J.) News*, *Hyannis (Mass.) Patriot*, *Anderson (Ind.) Bulletin*, *Far Rockaway (N. Y.) News*. A second complete Ludlow equipment has just been installed in the *Hammond (Ind.) Lake County Times*.

Baker (Ore.) Morning Democrat recently installed a Model A Duplex web press.

New Brunswick (N. J.) Daily Home News has ordered a 48-page press.

O. H. Lackenmeyer and Richard Elam, owners of the *Cushing (Okla.) Daily Citizen*, have leased for five years a new building to be erected this summer, from O. F. and L. C. Jeske. The building is to be ready by Sept. 15.

PRESS ASSOCIATION NOTES

LAWRENCE H. SELZ, managing editor of the Kent Press Service, spent a week in the Indianapolis bureau recently.

J. M. Hodgson, formerly of the *Buffalo Courier* wire of the Associated Press, is now A. P. operator in the office of the *Springfield (Mass.) Union*. F. X. Sadowski has transferred from the *Springfield Union* to the *Salem (Mass.) News* A. P. wire.

Robert P. Early of Indianapolis has been appointed Kent Press Service bureau manager in that city. Early was formerly in the United Press Indianapolis bureau, and with the *Connersville (Ind.) News Examiner* as city editor.

ASSOCIATIONS

E. C. TAULBEE has been elected president of the WACO ADVERTISING CLUB. DeWitt Morgan was elected vice-president; Louis Marsh, secretary; L. M. Coyne (retiring president), W. C. Crawford, W. F. Doney, D. P. Wallace and C. B. Harman, directors.

Leon J. Harger, advertising manager of the Crescent department store of Spokane, Wash., was recently elected president of the SPOKANE ADVERTISING CLUB.

ON THE MECHANICAL SIDE

JOSEPH CLARK, linotype operator, has resigned from the *Ogdensburg (N. Y.) Republican-Journal*, and has moved to Long Beach, Cal.

Sydney Pratt, formerly composing room superintendent of the *Montreal (Que.) Witness* has resigned to become news room superintendent of the *New Montreal (Que.) World*.

MEXICAN JOURNALISTS SEEKING WORK

100 Out of Employment as Result of El Demócrata Suspension—Union Asks 3 Months' Guaranteed Wages

Special to EDITOR & PUBLISHER

MEXICO CITY, June 30.—These days are hard days for Mexican journalists. Since *El Demócrata*, the oldest daily newspaper of Mexico so suddenly suspended, dragging away with itself several other small publications, there seems to be but very little chance for about 100 reporters, news editors, under editors, photographers, editorial writers, literary editors, etc., to get on a job again soon.

While the Federation of Graphic Arts, which is one of the branches of the C.R.O.M.—Mexican Confederation of Labor—has been paying these idle men 50 per cent of their former wages, and will do so far three months, hardly 20 per cent of the workers have found accommodation on other papers.

The pessimistic spirit of the unemployed is largely based on the fact that all the men who formed the active staff of *El Demócrata*, having been left without any compensation whatever, the Federation of Graphic Arts has decided not to furnish the necessary workers to any new company wishing to take the plant and operate it, unless a cash deposit of the total amount of three months wages is made, with which to indemnify the workers, under the Mexican Constitution, in the event of a new failure. And it is yet very improbable that there will be a new enterprise which can afford to venture risks in the operation of a newspaper under the F. G. A.'s terms, which are considered rather exaggerated.

Several attempts have been made by modestly organized companies to resume the publication of the small dailies and magazines which also suffered stoppage with the suspension of *El Demócrata*, under more liberal terms, but they have not succeeded. This situation has created some resentment from the unemployed and has already resulted in several desertions from the ranks of the trade unions and syndicates affiliated to the F. G. A. This dissociation seems to be inspired also by the possibility of the opening of a new daily which it is said will be published by the recently incorporated *Compañía Editora Militar* of which General Joaquin Amaro, Secretary of War, is president, and who has announced his intention of employing exclusively free workers under individual contracts.

But here the journalist and the newspaper worker finds himself handicapped again, for it is stated that, while General Amaro is a strong advocate to the use of free workers, on the other hand he intends to make of every one of them some sort of "military assimilated" so as to prevent all possibilities of future labor disputes.

The *Compañía Editora Militar* has acquired the rights on *El Demócrata's* plant, where the new daily *La Patria* will be published, as well as *Gladiator*, a weekly semi-official organ of the Secretary of War.

Blethen's Son Rowing Star

Francis Blethen, the son of C. B. Blethen, publisher of the *Seattle Times* was coxswain of the victorious University of Washington crew that rowed against Princeton University recently. He also piloted the crew that won the Junior Varsity race at Poughkeepsie, June 28.

Texas Daily Using Auto Delivery

The *San Angelo (Tex.) Standard* has begun motor carrier service for its subscribers, four automobiles having been put into use. Each car will have a driver and a carrier.

DR. FRANK CRANE GOES ABROAD



Dr. Frank Crane, writer of syndicated editorials, aboard the *Empress of Scotland* on which he sailed recently for Europe from Quebec.

FLASHES

Eve never taunted Adam about the number of men who had proposed to her.—*Florence (Ala.) Herald*.

There are two causes of cussedness: (1) poverty, and (2) prosperity.—*Davenport Times*.

If the bravest are the tenderest, the steer that provided our dinner was a coward.—*San Jose News*.

The graduate is discovering that in the matter of getting a job, a sheepskin isn't as important as job leather.—*Stamford Advocate*.

The thing that really hurts the modern girl's pride is to tell her that she is no more wicked than her grandmother was.—*Florence (Ala.) Herald*.

Now that China has stopped dozing, the concession powers will have to stop bulldozing.—*Norfolk Virginian Pilot*.

Matrimony: A process by which the grocer gets an account the haberdasher once had.—*Macon News*.

It is quite possible that Dempsey and Wills will meet on the same date the average golfer actually plays what he considers his normal game.—*New York Herald Tribune*.

AN UNDER-DEVELOPED ADVERTISING FIELD



Church advertising will be one of the very important phases of the international advertising convention in Philadelphia this coming week. It is to be the theme of ministers and laymen who will occupy the pulpits of seventy-six Philadelphia churches on June 20th, convention Sunday.

The value of advertising to churches will be fully discussed at the Tuesday and Wednesday sessions of the Church Advertising Department, June 22 and 23, in Room 200, College Hall, University of Pennsylvania, particularly with reference to newspapers as one of the most important mediums.

The discussions will be helpful and valuable to newspaper men who are developing church advertising in their papers. Are you planning to cover these meetings?

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue
New York, N. Y.

THE WATERTOWN STANDARD



Northern New York's
Leading Newspaper
announces effective July 5th

LAWRENCE S. CHUBBUCK

Business Manager in Charge of Advertising

FOR eleven years Mr. Chubbuck has been Advertising Manager of the Binghamton Press. He is President of the Association of Advertising Managers of New York State Dailies. He brings to the Watertown Standard a wide prac-

tical experience which should be of great assistance in aiding manufacturers to develop the rich trading area of which Watertown is the center and which, from the advertising viewpoint, is dominated by the Watertown Standard.

WATERTOWN STANDARD

WATERTOWN, NEW YORK

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



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

NORTHERN NEW YORK'S LEADING NEWSPAPER

LETTERS FROM OUR READERS

Cooperating With Agencies

To EDITOR & PUBLISHER: In your issue of June 19th there appears an article which we believe every newspaper man in the U. S. should read.

If the publishers would supply the advertising agency space buyers with the information contained in Mr. Sloman's article, it would make their duties much easier to perform.

The writer is interested in calling this matter to your attention with the thought that his expression may be the means of getting enough daily newspaper publishers to respond and supply the information which is so much needed in every advertising agency.

Yours very truly,
KLAU-VAN PIETERSOM-DUNLAP-
YOUNG GREEN, INC.
Per F. DeWolfe,
Milwaukee, Wis.

Wireless Greetings

To EDITOR & PUBLISHER: From friends to friends, *au revoir*.

(signed) Muller, Duroulet,
Dumay and Kaminker

By radio from S. S. Paris, July 4.

Praises Convention Number

To EDITOR & PUBLISHER: Let me take this opportunity to congratulate you most sincerely on the excellent convention number of EDITOR & PUBLISHER.

The amount of work on the material which went into this issue is not only a credit to your efficient organization but is a sincere compliment to the advertising world.

The convention issue should make for EDITOR & PUBLISHER additional friends. You already have a huge list but still friends are always a fine asset, and the value of your medium merits a continually increasing capacity in this direction.

C. C. GREEN,
President, Advertising Club of New York.

Missouri Press Meet Aug. 13

Because the original date of the Missouri Press Association Convention July 30, comes so close to the primary election date, officers have changed the date to August 13. Twenty-five counties comprise the district with a membership of nearly 100, representing both daily and weekly publications. Edgar White of the *Macon Republican* is president.

Krikawa Press Club Manager

L. C. Krikawa, a hotel and club man of wide experience, this week became manager of the National Press Club which early next year will move into its elaborate new quarters in the National Press Building, now in course of construction. Krikawa succeeds R. L. Marcle, for 16 years manager of the club, resigned.

Holohan Succeeds Chester in Chicago

Allan F. Chester, for the past five years auditor of the *Chicago Herald and Examiner*, has resigned to become controller of the Ohio Oil Company. Prior to coming with the newspaper Mr. Chester held the same position. Martin E. Holohan has been appointed to succeed him. C. R. Obermeyer is the new assistant auditor, and J. A. Votava will be cashier.

Illinois Weeklies Merged

The *Rochelle* (Ill.) *Independent* and the *Register*, weeklies, have been combined as the *Independent and Register*, by the Home News Publishing company, owners of the *Register* since the first of the year. C. H. Stafford of the *Register* will be editor in charge. The Home News operates eight papers in northern Illinois and southern Wisconsin.

Issues "One Year After" Edition

The *Santa Barbara* (Cal.) *Morning Press* issued a 68-page edition June 29 announcing that the city had recovered from the earthquake of the previous year. In the edition were many illustrations of the reconstruction—new hotels and residences.

Criticism Brings \$5,000 Suit

Alleging that publication of an article in the *Carmago* (Okla.) *Comet* criticizing his action in not protesting a change of venue from one county to another had injured him before the public. N. W. Crum, county attorney of Dewey county, has filed suit against John Disbrow, editor, and Mrs. Ada Disbrow, publisher of the *Comet*. He asks \$5,000 damages.

Nebraska Daily Changes Field

The *Nebraska City* (Neb.) *News-Press* has changed from the morning to evening field. The change was made following a vote by subscribers. J. H. Sweet is editor and manager.

**WE DO
OUR WORK
WITH THE
SAME INTEREST
AND
ENTHUSIASM
AS IF
WE OWNED
EVERY
NEWSPAPER
WE SERVE**

Our COMPLETE checking service handles the entire detail work of supplying "checking proofs" to every agency and advertiser promptly—and—efficiently.

WE DO IT ALL
from a few complete copies

**The Advertising
CHECKING BUREAU Inc.**
538 So. Clark St. CHICAGO
79 Madison Ave. NEW YORK

"SPEEDMATS"

and the

Tubular Plate Press

THE small diameter of the tubular plate casting box demands an exceptionally flexible and thin dry mat. A stiff and spongy mat will not conform to the curvature of the box—as a result of which plates from such mats are cast with facets, small flat areas on the curved surface.


The "SPEEDMAT" is designed to conform perfectly to the curvature of the casting box and thereby eliminates the difficulties heretofore encountered with dry mats in tubular plate foundries.

The "SPEEDMAT" is the ideal dry mat for the tubular plate press.

Price—15 cents at mill

Wood Flong Corporation

501 Fifth Avenue, New York City



CLINE SYSTEM

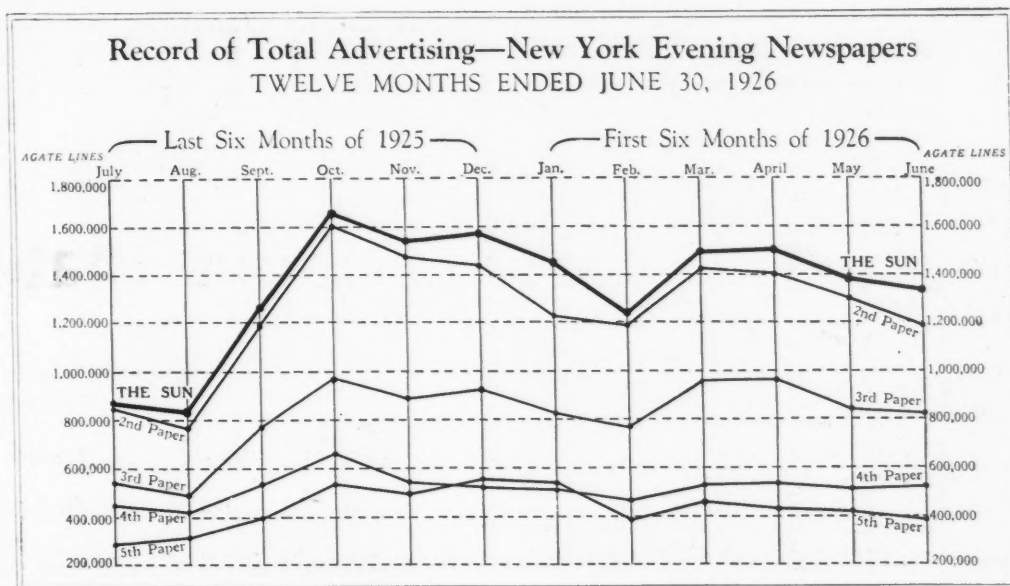
**Cline-Westinghouse
Double Motor-Drive
with full automatic
push button control**

is used by

Vancouver Province
Vancouver, B. C.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building



The Outstanding Leader

Among New York Evening Newspapers

THE characteristic that determines the productiveness of a newspaper as a medium for advertisers is the kind of people who read it.

If all persons were equally responsive to advertising, then the newspaper with the largest circulation would bring the best results. But persons vary greatly in their needs and desires, in their purchasing power, in their intelligence, in their attitude toward advertising.

And so, newspapers vary greatly in their value to advertisers—in their ability to produce results; and this variation is dependent more on the quality, the responsiveness, of circulation than on the quantity.

The reason why advertisers get better results through The Sun than through any other New York evening newspaper, the reason why they use more space in The Sun than in any other New York evening newspaper, is because The Sun is read by people of more than average means and better than average intelligence—people who

have purchasing power as well as purchasing impulse—people of wide activities, many interests and large influence—people who are responsive to advertising.

Among these people The Sun has a larger home circulation than any other New York weekday newspaper.

For twelve consecutive months The Sun has published more advertising than any other New York evening newspaper—an indication of the superior productiveness of its advertising columns.

During this period The Sun published 16 million lines of advertising—leading the second evening newspaper by more than one million lines.

For twelve consecutive months The Sun has made larger gains in advertising than any other New York evening newspaper—an indication that advertisers in increasingly large numbers are becoming convinced of the advantages of The Sun and are satisfied with the results secured through The Sun.

The Sun maintains a rigid censorship on all advertising



280 BROADWAY

NEW YORK

BOSTON
Old South Building

WASHINGTON, D. C.
Munsey Building

CHICAGO
208 So. La Salle St.

LOS ANGELES
Van Nuys Building

SAN FRANCISCO
First National Bank Building

WITH THE GENERAL ADVERTISERS

**Fire Fighters to Spend \$500,000 in Advertising Campaign Next Year
—Wool Trades Organize to Purchase Space—Utah Master Barbers Boosting the "Bob"**

FIFTY American and Canadian corporations engaged in the manufacture of fire equipment voted on a publicity and advertising campaign at a convention of the Fire Equipment Manufacturers Institute held in Montreal last week.

The program outlined at the convention will necessitate the spending of approximately \$500,000 by the fire fighters next year.

Walter Bauer, president of the Pyrene Manufacturing Company and head of the Fire Equipment Manufacturers Institute, presided at the convention which was held at the Windsor Hotel in Montreal and lasted two days.

Other prominent men attending were: E. G. Weed, president, Pyrene Manufacturing Company of Canada; C. Cizek, vice-president, American-LaFrance Fire Engine Company; E. G. Thomas, president American La France Company, Canada; R. C. Iddings, president, Fyr Fyter Company, Dayton, O.; Dana Estes, president, Knight & Thomas, Boston; Herman Diener, president, Geo. W. Diener Manufacturing Company, Chicago, and D. S. Hunter, secretary of the Fire Equipment Manufacturers Institute, with headquarters at Cleveland.

The Institute itself will spend approximately \$50,000 to educate the public on fire fighting. The Pyrene Company will spend \$100,000, the American La France Company will spend \$100,000; the Foamite-Childs Corporation, \$100,000, and another \$100,000 or more will be provided by numerous other smaller companies.

"We aim to put a fire extinguisher, regardless of who makes it, in every home," said Mr. Bauer, when interviewed in Montreal. "We want to reach the housewife through our publicity. Hundreds of women are sacrificed to the fire fiend needlessly every year."

Notice of the advertising plans were sent out by Henry S. Haskins, public relations counsel, Pyrene Manufacturing Company, 560 Belmont avenue, Newark, N. J. It is understood the George L. Dyer Company, New York Advertising agency, will handle at least a part of the paid promotion.

Wool trades organizations met in New York, Philadelphia and Boston this week to discuss the possibility of aggressive national advertising. A joint publicity committee has been appointed by the American Association of Woolen and Worsted Manufacturers, the National Association of Woolen and Worsted Spinners, the Boston Wool Trade Association and the Philadelphia Wool and Textile Association. This committee is said to believe that through an advertising campaign a 25 to 80 per cent increase in

the use of wool and wool textiles can be accomplished within a short period and at small individual expense.

The Master Barbers' Association of Utah, with headquarters in Salt Lake City, has decided on an advertising campaign in which they will boost the "Bob" and announce special contests designed to further the barber and beauty shop business, they also now being greatly interested in beauty work. Newspaper space will be used.

New England advertising representatives of prominent national firms were the guests of S. B. Chittenden, New England representative of the Hearst newspapers, at the boxing carnival last week of Crosscup-Pishon Post, American Legion, composed of Boston advertising men. A dinner was tendered the guests at the Hotel Kenmore, and in the evening their names were flashed from a huge moving illuminated advertising sign on Boylston street. Prominent advertising men present were:

Walter Resor, Paul Hollister, New England manager of Barton, Durstine and Osborne agency; Rodney Boone, general manager national advertising of Hearst papers; Charles Cahill, publisher, *Rochester* (N. Y.) *Journal*; Frank Dunn, New England Hearst representative; Ernest Goulston, of the Goulston agency, Boston; Grafton Perkins, John Gilman, Frank Barrows, William Nugent, George Dunham, Douglas Stuart, James Esson, Don Carlisle, Robert McCormick, William Leekie, Al Greenleaf, Al Cahoon and Jaek Cremen.

Sales of the J. C. Penney Company, Inc., big newspaper advertiser, for June reached \$9,092,751, compared with \$7,037,216 in June 1925, an increase of 29.2 per cent. For the first six months of this year the Penney sales aggregated \$46,074,953, an increase of 29.1 per cent over the \$35,669,008 reported in the like period last year.

Devoe & Reynolds Company, Inc., report a profit of \$623,556 before federal taxes for the six months ended May 31.

Walter P. Chrysler, president of the Chrysler Corporation, this week reported his company was in the "most favorable position in its history. Production for the first six months of this year was 76,773 cars, an increase of 34.5 per cent over the like period last year.

LAWSON'S WILL IN COURT

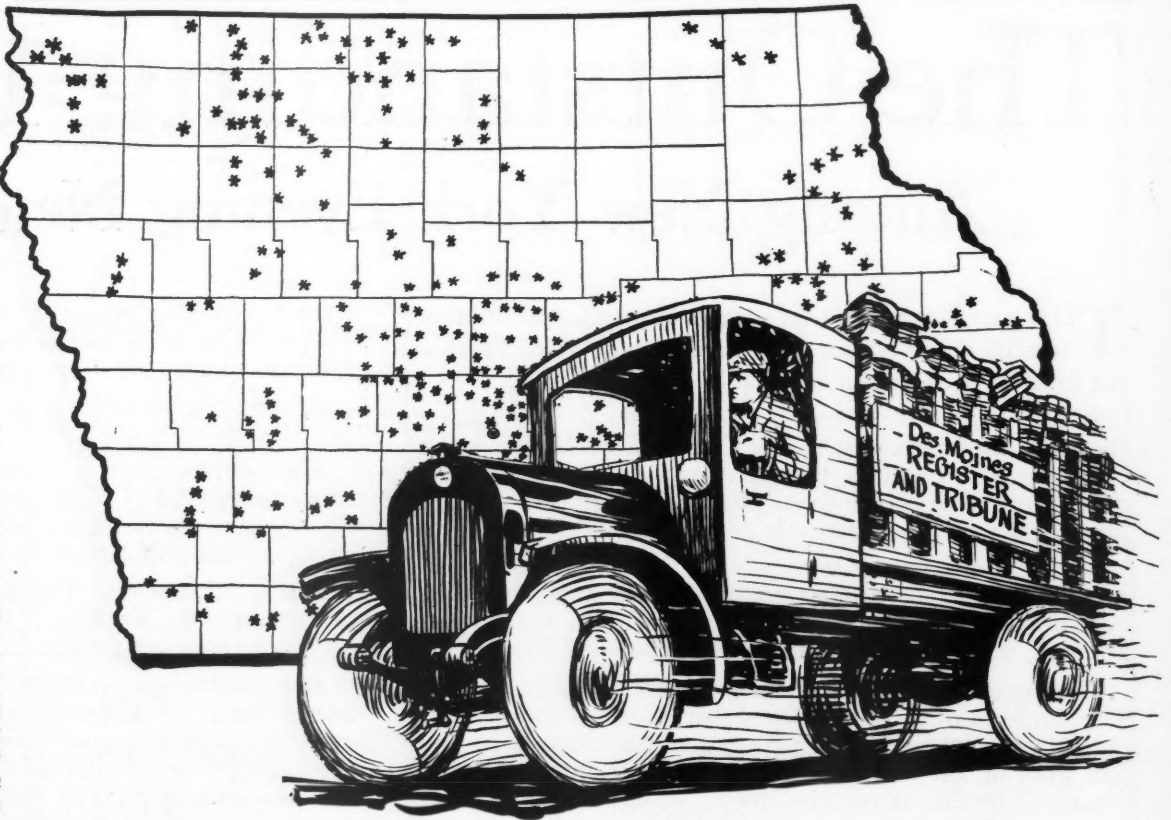
Brother Asks Federal Taxes Be Paid from Principal Instead of Trust Fund

A petition to construe the will of the late Victor F. Lawson, publisher of the *Chicago Daily News* was filed July 7 before Judge Hugo Friend. The petition was brought about by Ivar Norman Lawson, a brother, who was named beneficiary of \$200,000, a trust fund of \$300,000 and other trust estates. He claimed that different federal and state taxes should be paid from the principal instead of from the trust fund.

Judge Friend gave the Illinois Merchants Trust Company, executors of the estate, until August to file a brief and gave Ivar Lawson until September for his answer.

Mistassini Paper Company Building

Mistassini Power and Paper Company Limited has been organized with a Quebec charter and has taken over the timber limit and two water powers that were recently purchased from the Province of Quebec by the Leaside Engineering Company Limited of Leaside, Ont. Construction of a complete newsprint mill with a capacity of 200 tons a day has started. E. A. Wallberg is the president and principal owner, and John Stadler is general manager.



**Speeding Up Delivery of
The Des Moines Sunday Register**

Every town shown by a star on the Iowa map gets The Des Moines Sunday Register by special motor truck. Many of these towns are without Sunday train service. In some towns trains arrive too late in the day for early delivery. In others a later edition can be delivered by truck than by train.

Iowa must be served with Sunday Registers. So The Des Moines Sunday Register has arranged its own exclusive motor hauls, either direct from Des Moines or from junction points where the trucks meet the trains. The Des Moines Sunday Register publishes no "pup" or "bull dog" editions for sale on Saturday outside Des Moines. Every copy of the entire 150,000 circulation is printed Saturday evening or Sunday morning.

Two hundred eighty-six Iowa towns are now served by special Sunday Register truck delivery.

In 801 Iowa cities and towns The Des Moines Sunday Register reaches from one-fifth to nine-tenths of the families. In these points, therefore, as well as in Des Moines, merchants sell products advertised in The Des Moines Sunday Register.

Booklet showing circulation by cities and towns mailed on request to
The Register and Tribune, Des Moines, Iowa

WE'RE ALWAYS BUSY—WHY?

AUTOMOBILE PRIZE CAMPAIGNS

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

Conducted on
THE KENDALL PLAN

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

Our last Campaign was run _____

Name of paper _____ City _____

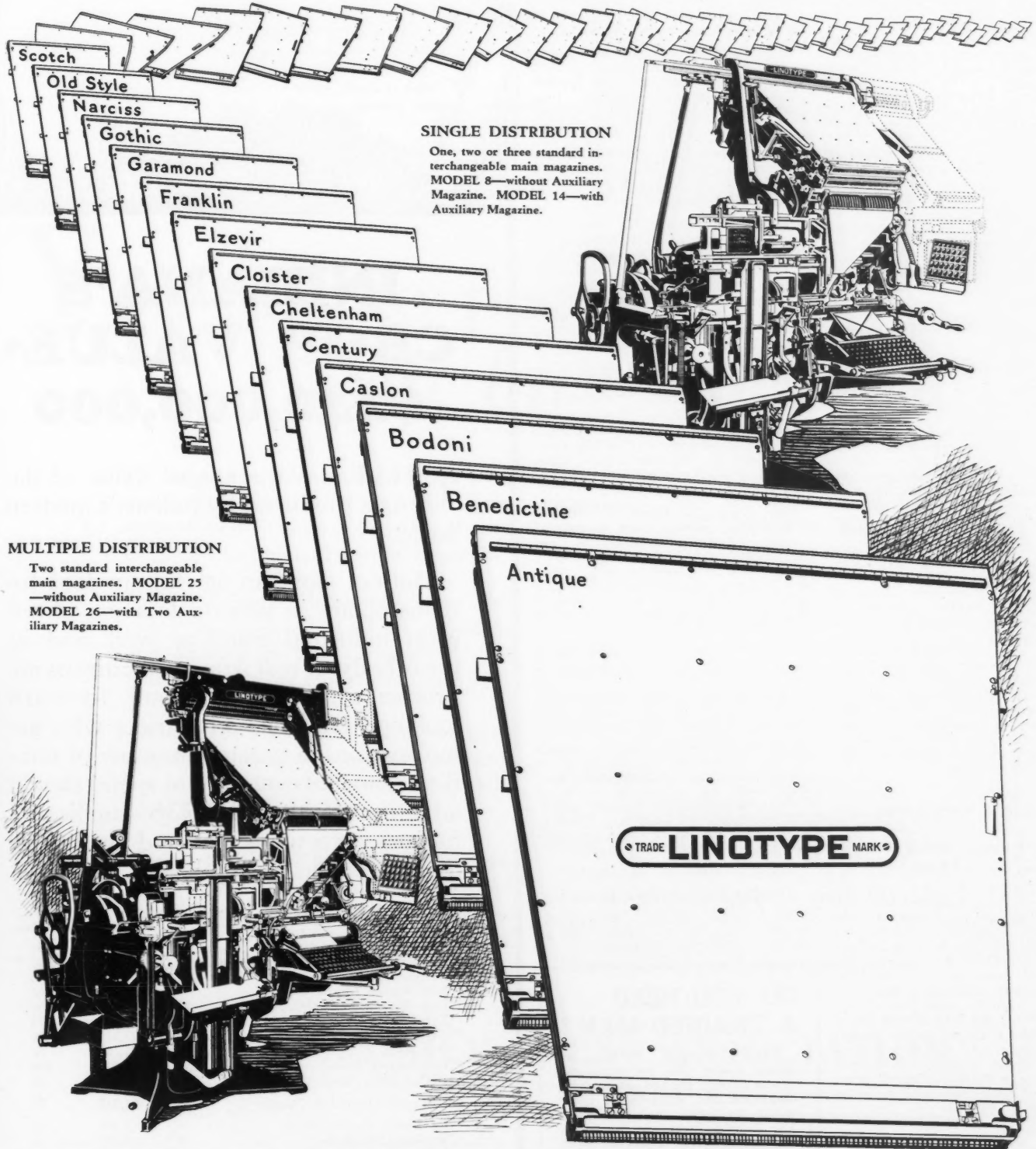
By _____ Title _____ State _____

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

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

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

ALL THE FACES YOU NEED IN STANDARD INTERCHANGEABLE MAGAZINES



SINGLE DISTRIBUTION
 One, two or three standard interchangeable main magazines. MODEL 8—without Auxiliary Magazine. MODEL 14—with Auxiliary Magazine.

MULTIPLE DISTRIBUTION
 Two standard interchangeable main magazines. MODEL 25—without Auxiliary Magazine. MODEL 26—with Two Auxiliary Magazines.

TRADE **LINO TYPE** MARK

MERGENTHALER LINO TYPE COMPANY

SAN FRANCISCO
NEW ORLEANS

CHICAGO

BROOKLYN, NEW YORK

CANADIAN LINO TYPE LIMITED
TORONTO

Representatives in the Principal Cities of the World

PUBLISHER LOSES LIFE TO SAVE DAUGHTER

George M. Taylor, Portsmouth (O.)
Morning Sun, Drowned July 4,
Rescuing Eleven-Year
Old Betty

George M. Taylor, 50, publisher of the Portsmouth (O.) Morning Sun, gave his life July 4 in an attempt to save his 11-year-old daughter Betty from drowning in the Scioto River, near Rushtown, O. The publisher held his daughter above water until other members of the party arrived and took her to shore. He then sank, exhausted from the effort.

His body was recovered near the spot it disappeared.

Mr. Taylor was born January 19, 1876, near McConnellsville, O. He attended the McConnellsville public schools, and the McConnellsville high school, graduating from high school in the class of 1892. He taught school for a time in Morgan county, and matriculated in Ohio University, Athens. He attended that institution until the death of his father, when he came to Portsmouth and became circulation manager of the Portsmouth Daily Times, a position he held for several years. About this time the Times bought its first linotype and Mr. Taylor went to New York, where he learned to operate it. He returned to Portsmouth and was operator for some time.

Twenty-three years ago Mr. Taylor and Frank W. Sheridan, now advertising manager of the Times, took over the business management of the Fremont (O.) Messenger, operating the paper for some time.

Anxious to gain experience in the news department, Mr. Taylor went to Cincinnati, where he became a reporter on the Cincinnati Post. In his early newspaper experience he was also employed by the Memphis (Tenn.) News-Scimitar, Chicago Tribune, New Orleans Times-Picayune and he had also worked in Spokane, Wash., and Riverside and Los Angeles, Cal.

Returning to Portsmouth about 18 years ago, Mr. Taylor again became identified with the Daily Times, first as advertising manager, and later as managing editor, a post which he held for many years. January 4, 1921, the Portsmouth Publishing Company began publication of the Morning Sun and Mr. Taylor became its editor-in-chief, general manager and publisher. He was active in newspaper affairs throughout the state, and was vice president of the Associated Ohio Dailies.

ARTHUR A. PARKS DIES

Owner and Publisher of Poughkeepsie Evening Star and Enterprise

Arthur A. Parks, 56, owner and publisher of the Poughkeepsie (N. Y.) Evening Star and Enterprise, died at his home in Poughkeepsie July 6.

Mr. Parks took over the Evening Star in 1904. He had begun his career working for small newspapers in Iowa, and at one time was owner of a weekly in that state. Then he came east as editorial writer for the New Haven Register. The short pithy paragraphs written for the Register attracted the attention of James Gordon Bennett, who offered him a position on the New York Evening Telegram, which he held until going to Poughkeepsie to buy his own paper.

Tribute to Late "Jimmie" Neville

The Syracuse Herald paid editorial tribute to James J. Neville, widely known reporter of up-state New York, who died late last week in Albany. For fully a quarter of a century, Neville was a reporter on Utica, Syracuse, and Albany newspapers. The Herald praised "Jimmie" as an indefatigable searcher for news and "a veritable microphone and high-tension distributor of that intangible and often deceptive thing we call floating gossip." Neville pushed his

way into the affection of a legion of friends, the editorial said, because of his unconquerable buoyancy of spirits, his incorrigible propensity for practical joking, and "his inflexible refusal to see anything serious or solemn in the affairs of men and communities."

Obituary

ALFRED T. MCCREARY, 72, superintendent of the job printing department of the Springfield (Ill.) State Register, died July 1, at his home, after a week's illness. He had been head of the printing department 37 years.

JOHN F. MAHONEY, 47, former Boston newspaperman and well known publicity man, died of pneumonia, July 3, while visiting friends at Douglaston, Long Island, N. Y. He entered newspaper work in 1894, joining the staff of the Boston Post as reporter, and later becoming assistant city editor. He also was on the Boston American and Boston Traveler, leaving active newspaper work to enter publicity work.

GERALD BEAUMONT, 41, short story writer, died June 25 at his home in Los Angeles. Born in London and educated at Oxford, Beaumont came to America to enter newspaper work, settling in San Jose, Cal., where he was on the staff of the San Jose Mercury. He later left to become sporting editor of the Oakland (Cal.) Tribune.

CHARLES C. CARLIN, 62, until a few years ago, editor of the Celina (O.) Democrat, died at Eustis, Fla., June 28.

E. Potter Hall, 72, for 10 years on the Spokane (Wash.) Spokesman-Review staff, died at his home at Conkling Park, Idaho, June 27. He retired from active editorial work five years ago. He was born in Leeds, England.

MRS. EMMA T. WOOD, 81, wife of J. G. Wood, former editor of the old Topeka (Kan.) Commonwealth and later editor of the St. Joseph (Mo.) Herald, died in Topeka recently. Mrs. Wood was a reporter on both papers when her husband was editor. Eugene Field was a contemporary of Mrs. Wood on the Herald.

JOSEPH I. LEIGH, 65, veteran printer, for the last two years night foreman of the composing room of the Chicago Daily News, dropped dead while taking a holiday stroll July 5. He was with the Daily News for 35 years.

BERNARD MEUER, 70, head of the advertising agency bearing his name in Chicago, who was for many years connected with the advertising staffs of several Chicago newspapers, died July 5, in the Lakeside hospital. He failed to recover from the effects of an anesthetic administered during an operation.

Kansas Paper in New Home

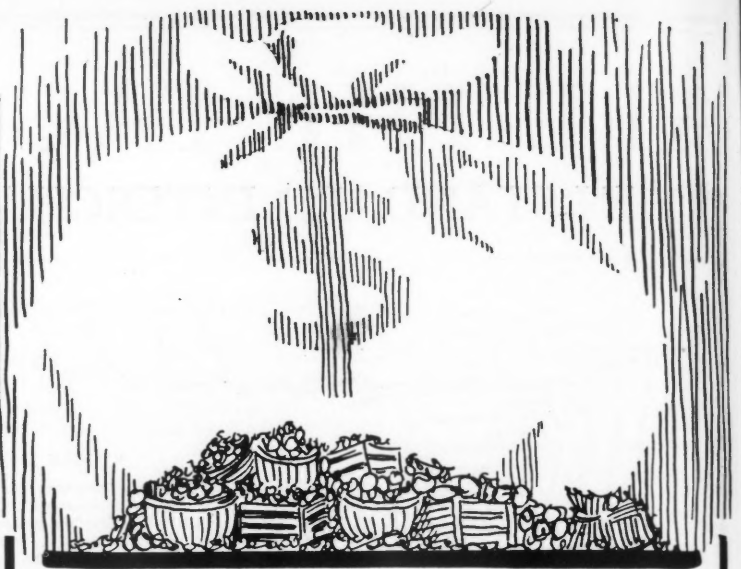
The Fredonia (Kan.) Daily Herald has moved into its new home. Ben S. Hudson is editor and publisher.

DO YOU NEED A TRAINED MAN ?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS



INDIANA'S CROP VALUE \$240,000,000

THAT was the annual value of the crops produced by Indiana's modern farms.

But not alone in agriculture does Indiana obtain its wealth. It is one of the great industrial States as well, and its great body of real American citizens are prosperous, progressive and forward looking. National advertisers who are looking for the greatest number of families who have money to spend should advertise to the 607,736 families of Indiana, effectively covered by the list of daily papers shown below.

	Circulation	Rate for 5,000 lines
**Columbus Republican	(E) 4,912	.03
††Connersville News-Examiner	(E) 4,681	.025
††Decatur Democrat	(E) 3,215	.025
**Fort Wayne Journal-Gazette	(M) 35,247	.08
**Fort Wayne Journal-Gazette	(S) 28,468	.08
**Fort Wayne News-Sentinel	(E) 43,365	.10
**Gary Evening Post-Tribune	(E) 15,514	.06
†Hammond Times	(E) 17,127	.06
**Huntington Press	(M&S) 4,079	.025
††Indianapolis News	(E) 128,341	.25
**Lafayette Journal & Courier	(M) 7,878	} 21,461 .06
	(E) 13,583	
††La Porte Herald-Argus	(E) 6,726	.04
**Marion Chronicle	(E) 9,364	.04
†Shelbyville Democrat	(E) 4,012	.025
**South Bend News-Times..	(M) 9,751	} 26,354 .07
	(E) 16,603	
**South Bend News-Times.....	(S) 24,500	.07
††South Bend Tribune.....	(S) 21,431	.06
††Terre Haute Tribune.....	(E&S) 23,442	.06

**A. B. C. Publishers' Statement, March 31, 1926.

†Government Statement, October 1, 1925.

††Government Statement, March 31, 1926.

Deal with these 28 leading Iowa daily newspapers as with one publication. Thorough coverage of the state. Uniform marketing cooperation through our "Iowa plan."



You talk to people who can *buy*—in Iowa

The average taxable wealth for every man, woman and child in Iowa is \$4,146. That of the Nation at large is \$2,731. (Latest U. S. Census Bureau Financial Report).

And these people are not only better able to buy than the average. They are **willing** and **anxious** to buy commodities that make better, more enjoyable living.

As to Iowa's standard of living, you probably know that her percentage of illiteracy is lower than that of any other state, (less than 1%).

The percentage of Iowa people 18 years old who have finished a four year high school course is **twice** that of the Nation at large. (Latest U. S. Statistical Survey of Education).

Iowa has more telephones in proportion to population than any other state—67% above the Nation as a whole. Surely that is a good indication of Iowa's relative living standard.

You can best get your message to these people through their favorite reading material—their daily newspapers. One or more of these 28 dailies is read in practically every Iowa home **every day**. Total circulation—571,151. Families in Iowa—550,000.

Our "Iowa plan" of merchandising help is especially valuable for any initial sales campaign in this market. Let us show you how it will apply to **your** particular case.

Rates and full particulars upon request.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

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

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

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

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

IOWA WHERE EVERY FAMILY READS A DAILY NEWSPAPER

WHAT'S WHAT IN THE FEATURE FIELD

Trio Purchases Dodge's Interest in Editorial Research Reports—Jim Williams Honor Guest at Cowboy Reunion—William P. Helm, Jr., Writes on "What We Owe"

THE interest of Homer J. Dodge in Editorial Research Reports, of Washington, has been purchased by Richard Boeckel, Burt P. Garnett and Cleveland Perkins. The sale was concluded on June 30, although Mr. Dodge has not been actively connected with the Research organization for nearly a year. Boeckel, Garnett and Perkins will continue to control and direct the work of Editorial Research Reports. In about a month the firm will move from 828 18th street, N. W., into new offices in the Hill Building, at 839 17th street, N. W.



Jim Williams

Jim Williams, NEA Service cartoonist, creator of the "Out Our Way" sketches of cowboy life, was guest of honor at a big "Frontier Days" cowboy reunion held at East Las Vegas, N. M., July 4-6.

Before becoming an artist, Williams was a cowboy himself in Arizona, Texas, and New Mexico. His chalk and crayon drawing dot bunkhouses and sheds on ranches all over the southwest.

Williams overhauled his cowboy regalia for the affair and took part in the traditional bull-dogging, broncho busting, and lariat throwing.

He recently signed a new five-year contract with NEA.

William P. Helm, Jr., staff writer for Current News Features, Inc., has completed what is said to be the first survey ever made of American corporate and individual indebtedness. He has summar-

ized results of the investigation in a series of six articles entitled "What We Owe," for daily publication beginning July 12.

Will Rogers, "slanguage" thrower for McNaught's Syndicate, Inc., New York, reached Warsaw this week on his European tour. He telegraphed from Moscow on July 6, to the *New York Times* correspondent in Warsaw expressing a desire to interview Marshall Pilsudski.

"You might also scare up a duel or two," he wired.

Charles H. Wellington, who has been drawing "Pa's Son-in-Law" for the past 14 years, recently motored to New York with his wife from Hollywood, Cal. One of the first things he did upon arriving in New York was to have his picture taken with Eddie McBride, art manager of the *New York Herald Tribune* Syndicate. Wellington expects to return home some time this month.

Rube Goldberg, McNaught Syndicate cartoonist, has left for a three-months' vacation in California and other western places, with his wife and two sons, Tom, eight, and George, six. Goldberg has just written an article entitled, "This Cartoon Business," which will be published in *Cartoons Magazine* in October, the month of his tenth wedding anniversary.

Leslie Fulenwider, president of Famous Features Syndicate, Inc., has returned from a business trip in the South. He reports that newspapers there are enjoying unusual prosperity and have hardly felt the traditional "summer slump."

Three Rivers Mill at Full Capacity

The Three Rivers mill of the International Paper Company is now running at full capacity, Joseph Fearing, vice-president, announced this week. Newsprint is being produced there at a rate in excess of 600 tons a day, he said. It is expected eventually a daily capacity of 700 tons may be reached.

Marlboro Daily Enterprise Sold

The *Marlboro* (Mass.) *Daily Enterprise*, the *Hudson Daily Sun* and the *Weekly Enterprise* circulated in Sudbury, Bedford, Concord and nearby towns, have been purchased by Allen Markley of Marion, O., a recent edition of the *Enterprise* announced. Markley was formerly publisher of the *Marion Tribune* and connected with the United Press.

HARDY WITH LOUISVILLE DAILY

Leaves Hollister Organization to Join Herald-Post

J. Ross Hardy, for nearly three years publicity director of the Hollister Circulation, has been appointed promotion director of the *Louisville* (Ky.) *Herald-Post*.



J. ROSS HARDY

Hardy attended the University of California and first entered the newspaper field as a member of the editorial staff of the *San Diego* (Cal.) *Sun*. Prior to entering the Hollister organization, he was connected with the Streetcar Advertising Company of San Francisco.

While with Hollister he handled publicity campaigns for many important daily newspapers, including the *Cincinnati Enquirer*, *Cleveland Plain Dealer*, *Philadelphia Record*, *San Francisco Chronicle*, *Fresno* (Cal.) *Bee*, and the *Louisville Herald-Post*.

S. F. News Bureau Organized

The Pacific News Bureau of San Francisco, has recently been organized with Hal M. Quirey, general manager. The organization will furnish special stories to out-of-town papers.

Old Ohio Weekly Merged

The last issue of the *Millersburg* (O.) *Holmes County Farmer*, established as the *Gazette*, on June 9, 1828, and in 1840 changed to its present name was printed on June 30. On July 1, it was merged with the *Millersburg Hub*. The merged newspapers will be known as the *Holmes County Farmer-Hub*.

New A. B. C. Member

The *Los Angeles* (Cal.) *Oil Bulletin*, trade paper, has been admitted to membership in the Audit Bureau of Circulations.

MICROBE HUNTERS

By Paul de Kruif

Is being released by

CURRENT NEWS FEATURES, INC.

EVENING STAR BUILDING
WASHINGTON, D. C.

Eight Out of Every Ten

Regular Readers of

EDITOR & PUBLISHER

Renew their subscriptions year after year. And many's the ten in which one or both of the other two come back into the family as soon as they begin missing its inspiring, helpful weekly visits.

ISN'T THIS A WONDERFUL TRIBUTE TO THE VALUE OF THE SERVICE OF

The Newspaper Man's Newspaper

The National Advertiser's Guide to Markets and Media

The Agency's one Authentic Source of All the Facts and Figures upon which National Newspaper Advertising is based?

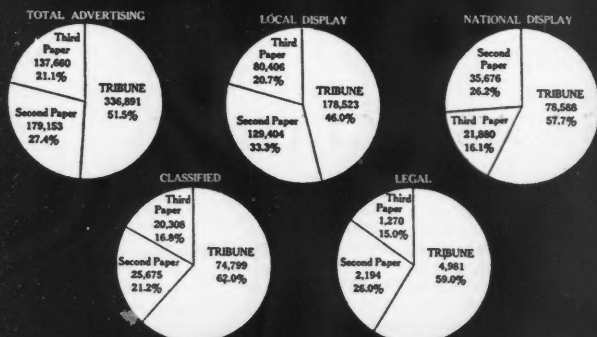
If you are not already getting **EDITOR & PUBLISHER** the coupon below will start it coming to you right away.

EDITOR & PUBLISHER,
Times Bldg., New York, N. Y.

Send me **EDITOR & PUBLISHER** every week for a year, including with my subscription at no extra cost all the Special Numbers and the International Year Book and Space Buyers' Guide, as they are issued during the term of my subscription. Enclosed is my check for \$..... (Or, if you prefer, send me your bill.)
Name
Address
Paper (or Company)
Title or Position

Subscription Price, \$4 per year
(In Canada, 50c extra; Foreign, \$1 extra)

Advertising Record of the First Five Months of 1926



The Salt Lake Tribune

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

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

Profitable Features of Intertype STANDARDIZATION

“What’s all this talk about Intertype Standardization?” asked an executive. “What does it mean to the man who pays the bills?”



The Intertype
“Mixer”

It means—

Protection against obsolescence. No Standardized Intertype has ever become obsolete.

Less money tied up. You buy only what you need right now: additional equipment units can be added later when needed. Main magazine units, side magazine units, magazine and matrix equipment, and even replacement parts, are freely interchangeable.

Lower cost of operation. Lower upkeep, because the Standardized, Simplified Intertype has fewer breakable parts. More production (and therefore lower labor cost) because the Standardized, Simplified Intertype stays on the job. Thirty “Profit-Making Intertype Features” (booklet on request) prevent interruptions of service and help put more slugs on the bank.

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



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

CHICAGO

MEMPHIS

SAN FRANCISCO

BOSTON

LOS ANGELES

TORONTO

LONDON

WOMEN IN ADVERTISING AND JOURNALISM

Writing of Personalities in the News Chief Interest of "Teddy" Bean— Kitty Callahan Holds Down City Desk in Winter Haven, Fla.—Woman Editor on College Board

EVER since she left Carleton College in Northfield, Minn., at the age of 19 without much money, but with plenty of determination and a thirst for adventure, Theodora Bean, president and editor of



Theodora Bean

the T-Bean Syndicate, New York, has made the study of personalities one of her chief interests.

"People are interested in other people," she reasons. "Newspaper readers like to know the stories behind the people in the news."

And on that theory she has built up her syndicate.

But the syndicate has more than an idea behind it. It has years of hard, but adventurous experience, which Miss Bean would live over again in a minute if she could.

When Miss Bean left Northfield, her first stop was in Chicago. Charles H. Dennis, managing editor of the *Chicago Daily News*, gave her her first chance in newspaper work.

"Get me an advance story on that society bicycle race," he told her. And then probably forgot all about it.

"Teddy" Bean immediately got "scared sick." Not, however, before she had sense enough to call on the local weather man, who favored her with a lucky break. The wind, it seemed, would blow the fashionable bicycle races way over to the unfashionable west side, from which most of them had originally come. In other words, "Teddy" wrote a wow of a story.

She didn't know it, though. Not until two days later, when she recovered and found a letter from the city editor asking her to report at the office of the *Daily News* for regular work. The story had been played on page one with drawings by John T. McCutcheon.

After a while in the sports department of the *Daily News* and a period of general reporting and some rewrite, Miss Bean decided she wanted more adventure. She had saved enough money to pay one way to Europe. She took a camera with her, a bundle of sharp pencils, and the determination to write her way back. She was so successful, she repeated the stunt yearly, doing considerable free-lance work for the *New York World* and the *New York Herald*.

Then she joined the staff of the *New York Morning Telegraph* as feature writer. William E. Lewis, then editor, sent her to Newport for "some personality stuff," and what she wrote attracted the attention of James Gordon Bennett. He cabled an offer of a job to her from France, and Miss Bean worked long enough on the *New York Evening Telegram* to save enough money to pay her way to the Continent for another trip.

Returning from this trip, she again became connected with the *New York Morning Telegraph* and was made Sunday editor of this paper in 1916. She resigned this position the day after Mr. Lewis's death in November, 1924. A year ago she organized the T-Bean Syndicate.

Miss Kitty Callahan, 22 years old, is said to be one of the youngest city editors in the newspaper field. She holds down the desk on the *Winter Haven* (Fla.) *Chief*.

Formerly a co-ed at the University of Wisconsin, she has lately been connected with the *Madison* (Wis.) *Capital Times*, the *Milwaukee Sentinel*, and the *Los Angeles Record*. She has written a book on playground teaching and is now working on a book portraying the life of a co-ed.

Mrs. Elizabeth A. Lewis, instructor in English, proofreading and linotype operation at the Empire State School of Printing, Ithaca, New York, has been appointed editor of the *Empire State Printer*, the school's alumni publication.

Miss Virginia Lee Cox, editor of the woman's page of the *Richmond Times-Dispatch*, has been elected a member of the board of trustees of Hollins College, near Roanoke, Va.

Mrs. Sunshine Champion has taken over editorship of the *Creede* (Col.) *Candle*.

Mrs. Cass Baer Hicks, for more than 15 years dramatic editor of the *Portland Oregonian*, has resigned, effective next September.

Mrs. Gladys C. Lundy is publisher of the *Loyalton* (Cal.) *Sierra Valley News*. Eighteen months ago, when she took over the *Loyalton* paper, Mrs. Lundy had never seen the inside of a print shop. Today she does all the work connected with the production of the paper, including both the mechanical and editorial ends. The work fascinates her, she declares, and is becoming increasingly profitable.

Miss Blanche Snyder joined the staff of the *Alexandria* (Ind.) *Times-Tribune*, June 24, succeeding Miss Vivian Jones, who was married on that date.

Mrs. Archibald T. Campbell, known to radio listeners of KSD, the *St. Louis Post-Dispatch*, as "Miss Jones announcing," has joined the staff of the American Red Cross as assistant director of public information. Miss V. A. L. Jones was the first woman radio announcer in the United States. Prior to affiliating with KSD, she did newspaper and magazine work in San Francisco, New York and St. Louis.

Miss Lois Buchanan, society editor of the *Fredonia* (Kan.) *Citizen*, and Elmer E. Friedeman, Great Bend, Kan., were married recently.

Mrs. Myrtle Silger, former society editor of the *Independence* (Kan.) *Re-*

porter and Otto Wentworth, Wichita, were married last week.

Women played an important part in the convention of the Pacific Coast Advertising Clubs Association, held in San Francisco, July 5-8. In the direct-by-mail departmental two of the speakers were June Burn of San Francisco, and Florence Shindler of Los Angeles. Of the four speakers in the graphic arts departmental, one was a woman, Mrs. Stella M. Pratt of San Francisco. Miss Martha Look of Seattle was one of the principal speakers in the newspaper department, while Kate Brew Vaughn of Los Angeles spoke at the session of the public utilities group. On the program of the retail advertisers was Pattie Cook of Portland, Ore., Grace Palmer Craig of San Francisco, and Mrs. Morely Thompson, San Francisco.

Miss Anna Kramer, Athol, Mass., was elected president of the National Amateur Press Association at its annual meeting in Philadelphia, July 5. Miss Mary M. Ware, Brattleboro, Vt., was named a vice-president; and Miss Caddie M. Whitsett, Yonkers, N. Y., treasurer. The 1927 convention will be held in Warren, O. The association was organized in Philadelphia in 1876.

Miss Alma Sioux Scarberry, former reporter for the *New York Mirror* and other New York newspapers, who recently started on a hiking trip west nas stopped off in Philadelphia, where she is now working for the publicity department of the Sesqui-Centennial Exposition. Miss Scarberry is a newspaper "stunt woman," becoming widely known when she faked amnesia at Weehawken, N. J., and fooled several prominent doctors as part of a promotion feature for the *Mirror*.

In Philadelphia, Miss Scarberry recently worked a stunt for the *Record*. She dressed in beggar's clothes and in two nights of asking alms on Philadelphia streets collected considerable money proving how easy it is to fool the soft-hearted public.

Mrs. Henry Leland is covering horse shows for the sporting department of the *New York Herald Tribune*.

Miss Ruth Fairman, of Mt. Holyoke College, has joined the staff of the *Springfield* (Mass.) *Union* for the summer months.

Miss Edna Tims has resigned as librarian for the *San Antonio Express and Evening News* to become tutor in the household of the only American family in Linares, Nuevo Leon, Mexico.

Says Dr. Salov, addressing the editor of the Newark Evening News: "It would be easier to read than seven point... ing. A happy medium has been effected. It is easier to read than seven point... TRADE **LINOTYPE** MARK

every one interested in the conservation of vision; for it is the accumulated unnecessary strain on the eyes, due to the extremely small and poor type used in many newspapers, that has hastened the day when artificial aids must be sought. The first paper to use the Evening... N. J. of the type... a trial of... the man- last few... of the enthu- ter and... and readers... was of commen- Joseph H. Salov, a lead- st, and past president of the Optometric Association, addressing the editor of the Newark News: "It would be for any one else who... unt of good that will... recent change in the... use in the makeup of... was not recognized, so acknowledged by... in the conservation... is the accumulated un- on the eyes, due to the... and poor type used in... bers, that hastens the day... aid must be sought. Al- versed in the nomenclature... you have been using for the... days. It is of a style and charac- that immediately makes itself felt, the "round... is far more readable and comfort- The outstan... me than the former style. I am sure face is its com... that there are many thousands of even tone throughout... to the eyes without being monotonous. There is enough variation to avoid tiresome-

Greater Merchandising Service offered, than any other Milwaukee paper.

THE MILWAUKEE LEADER

"Unawed by influence and Unbribed by Gain"

Advertising Representatives

FRALICK & BATES

Chicago, New York, Atlanta, Los Angeles

Study the design of this NEW face
Linotype 6½ Point Ionic No. 5

See how perfectly it meets the difficult requirements of modern news- paper printing conditions. Notice the full, round contours of the letters, no "pin holes" or sharp corners to fill up with ink, no fine lines to break down in stereotyping.

Ask the nearest Linotype Agency for copies of newspaper set in this face and compare it with the body type you are now using both for legibility and word count. You will find it easier to read than 7 point faces and that it gives the same word count as a 6 point.

The 6½ Point Ionic is made with italic and small caps and also in combination with Bold Face No. 2.

MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

WHAT ARE YOU DOING FOR YOUR RELIGIOUS READERS?

American newspapers have run jazz fiction for the jazzy; domestic life fiction for homekeepers; adventure stories for the adventurous, but—

It has been a long time since there has been a deliberate offering to the great body of church folk who do not read modern fiction at all.



LAILA

Eugene MacLean offers

“LAILA”

(BY JOHN NEWPORT)

A TALE OF THE DAYS OF CHRIST.

It is a stirring story of adventure, reverently told—a tale that will hold those who are not religiously inclined, yet which is intended primarily for the tremendous population of church-goers of every sect.

In bold, sweeping strokes, the story paints a picture of life in the days of Jesus of Nazareth that never can be forgotten; that will rivet the attention of every reader from the beginning to the end.

It is based on the strange mixture of races that had filtered into Palestine in the reigns of Herod and of Caesar, and on the struggle of the Jews to maintain their customs under the cruel weight of foreign rule.

The characters live and breathe and love and hate, in the course of the vivid narrative, and in the background of the story

gradually appears, shining with increasing brightness, the light that was kindled in a manger of Bethlehem three decades before. Laila, an Arabian woman, outcast and desolate in a strange land, is the central figure—a figure that will take its place in the proud annals of American literature.

RELEASE DATE TO NEWSPAPERS JULY 25

FICTION THAT MAKES
CIRCULATION

Eugene MacLean

A SUPREME SERIAL SERVICE
FOR NEWSPAPERS

OFFICE AND PRODUCTION PLANT

827 FOLSOM STREET

SAN FRANCISCO

FIGHTING SUMMER SLUMP BUGABOO

(Continued from page 3)

E. I. Harlow, advertising manager of the *Minneapolis (Minn.) Journal*, said: "Extra linage for the Journal is being secured through special real estate pages and spreads on both local and suburban property. Special event pages, such as the coming of the Swedish prince have netted a double page spread and a page of co-operative advertising by firms participating in the building of demonstration homes. These are a few of our summer methods."

H. E. Dreier, advertising manager *Oklahoma (Okla.) Oklahoman and Times*: "Special effort is being made by us on automobile, resort and tourist copy. Sales promotion plans include such as Dollar Day and Suburban day, in co-operation with the Retail Merchants' Association. Greater effort is made on food ice, milk and electric refrigeration copy. Local building activity is making a lot of linage. Building permits in Oklahoma City alone last month were nearly \$1,000,000. We carried pages on Walt and Phyllis wedding, new office buildings etc. We are offering a bonus on new contracts for July and August. Business is good; in Oklahoma City splendid, and our first six months linage ran 752,370 gain over last year."

The management of the *Little Rock (Ark.) Arkansas Gazette*, wrote as follows: "Having entered the month of July with the largest first six months advertising volume since 1920 we are striving for a larger volume than ever before for July and August. To obtain this volume we are urging individual regular contract advertisers to take larger and more frequent advertisements than they used during any previous summer. We are furnishing previous summer linages for comparison in connection with our solicitations. Above all we are making an intensive drive on infrequent and non-advertisers in two ways: first, for linage from specially prepared advertisements and second, for space on special repeat pages of an institutional nature."

C. Parkhill Harvey, circulation manager of the *Denver (Col.) Times*, said: "Due to the tremendous influx of tourists Denver does not experience the circulation falling off that the hot eastern and southern cities do. While a few of our home carrier subscribers leave for short vacations, their loss is more than compensated by the tourists. Therefore, instead of falling off in the hot summer months, we go ahead. We would like to find out how to increase in the winter when the mountain roads and passes are covered with snow and are impassable."

W. L. Test, circulation manager of the *Pittsburgh (Pa.) Press*: "To forestall a summer circulation slump we are running 'The Yellow Stub' by Ernest Lynn, 'The Fight Game from the Inside' by Jack Kearns, and 'The Man Nobody Knows' by Bruce Barton. We expect these stories to interest three distinct classes of readers. Schools here did not close until June 25 and the summer slump usually starts July 1."

John T. Toler, circulation manager *Atlanta (Ga.) Constitution*, said: "The Atlanta Constitution's daily circulation is not being built on mushroom growth, but is substantial and is largely delivered into the homes. We have no considerable decrease known as the summer slump in Atlanta and suburban territory. Rarely during the summer months do we resort to any great efforts to promote circulation outside of our regular organization which never ceases its efforts summer or winter."

Bayard Taylor, circulation manager of the *Kansas City (Mo.) Journal Post*: "Local newspapers are principally home delivered, hence promotion is restricted

both as to method and result. Our vacation season started earlier this year, as evidenced by the June ratio of vacation stops averaging three per cent and extending over an average period of twenty-four days. Personal solicitation and featuring a \$7,500 pedestrian accident policy tie-up are our only present sales promotion methods."

T. J. Kavanaugh, circulation manager, *Dayton (O.) Daily News* said: "We have just finished a two months contest with carriers, giving away anything from a pup tent to fishing rods and are now getting ready for our annual picnic where we take eleven hundred boys by bus. We are also organizing baseball teams, forming a league made up from our various branches throughout the city and this brings out a big number of new boys each summer."

Ray T. Evans, circulation manager *Davenport (Iowa) Times*: "During summer months we conduct carrier contests mainly, but this year we are featuring a new serial story. The story breaks next week and we are printing a four-page broadside which will be left by carriers at the doors of non-subscribers. Carriers and solicitors will call back few days later soliciting orders and we hope to show a substantial increase. The broadside contains a page featuring the story and two center pages give the first seven or eight chapters. The back page is our advertisement calling attention to our many other features, rates, etc."

E. R. Hatton, circulation manager *Detroit (Mich.) Free Press*: "Summer slump effects only Sunday circulation. Our sales are pushed by canvassing the smaller communities where the vacation habit is less prevalent. We are promoting Saturday night sales, reaching the greater number of persons before they leave town for the week-end. We are capitalizing sporting events. Also we are running lighter fiction. Another plan is circularizing city subscribers, urging that the Free Press be mailed to vacation addresses. Our rural automobile delivery is established in the suburban area and special Sunday morning delivery is made by automobile to lake and summer resorts. Houses along such routes are provided with 'Free Press Wanted' signs to hang in the front window."

From the Linotype Mailbag

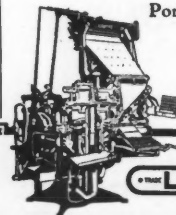
MODEL 26

"a valuable addition"

"The Model No. 26 purchased from you last August we consider a valuable addition to our battery of Linotype machines and venture to predict that because of the simplicity of construction and smooth running quality of the Model No. 26 it will be a very popular machine."

"Assuring you of our utmost satisfaction of having made this addition to our equipment, we are
Very truly yours,"

The Times-Herald Company
Port Huron, Mich.



THE LINOTYPE COMPANY

Will X. Coley, circulation manager *Raleigh (N. C.) News & Observer*: "We are in midst of a state political campaign. We are making a special rate of half price for three months' mail subscriptions on account of the campaign. This is pulling strong and we are holding rural subscribers who usually discontinue the paper during the summer months, claiming they are too busy with crops to read a daily paper. We are also giving trips to Europe. California and Eastern Canada to those who secure subscriptions in clubs ranging from \$720 to \$2,100. This is going strong. It is one of our best stunts as a circulation builder."

Circulation manager of the *St. Paul (Minn.) Dispatch & Pioneer Press*: "Our circulation organization is co-operating with the editorial department in promoting several new editorial features of state-wide interest. We are securing the best selected fiction and special features for the tabloid Sunday magazine. Special editorial features for children draw excellently. We are giving publicity to the twelve colored comics in our Sunday. Circulation promotion is being pushed among city and suburban carriers and country agents. We have a special solicitation for mail subscriptions and are establishing new transportation lines. We are transferring mail subscriptions to be delivered by out-of-town dealers and carriers. We are also planning Sunday sales at the summer resorts among the ten thousand lakes of Minnesota."

A. H. Baker, circulation manager *New Orleans (La.) Times-Picayune*: "Steady and consistent canvassing for new subscribers, investigating stops, and following our readers to the summer watering places constitutes our promotion work at the present time."

C. A. Ferris, circulation manager, *Fort Wayne (Ind.) News-Sentinel*: "We are putting our push at present on resort

business. Northern Indiana, Southern Michigan and Western Ohio have many of these and we are making a systematic canvass, placing stands, and wherever possible establishing our own delivery service. We arrange our transportation to these points so delivery can be made by shortly after 6 p. m. This resort business makes up to a considerable extent for losses in the city and outside towns.

"In the city we issue a certificate for each new subscription, good for 50 cents in trade at a local sporting goods house. We find our boys go after this strong; as they can get almost anything they need, and this house of course carries a larger assortment than we could hope to carry."

"All around our loss thus far has not been great. In the smaller towns and on the routes we maintain our regular crews making a thorough canvass."

A. T. Butler, business manager, *Wichita (Kan.) Beacon*: "To stimulate circulation during the summer months the Beacon is making an attractive rate to rural route subscribers and offering hiker skates and wrist watches to out-of-town carriers for a given number of new subscriptions, which has met with splendid success. Our city carriers are enthused over our annual summer camp which will be held the first week in August. The city is divided into four districts and suitable prizes are offered for the largest amount of business turned in and every carrier who secures a definite number of new subscriptions is entitled to go to camp. At least 75 boys will be entertained at camp for a week."

H. C. Kloecker, circulation manager, *Cincinnati (O.) Enquirer*: "We are running a world series contest to offset the summer slump, sending two amateur teams of thirteen players each and sixteen individuals, men or women, who secure the greatest number of votes on subscriptions turned in by September 10th."

A SINGLE ADVERTISING APPROPRIATION

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

EDITOR & PUBLISHER

New York

and

ADVERTISING WORLD

London, Eng.

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

Combination Advertising Rates for 12 Insertion Contract

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

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

Editor & Publisher

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

Telephones:

Bryan 3052-3053-3054-3055-3056
able Address: EDPUB, NEW YORK

Advertising World

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

Telephone: Gerrard 7615

Cable Address: ECOPUBLISH, RAND, LONDON

The Newspaper Situation In Buffalo Has Changed!

Present Circulation of Buffalo Evening Times

over **115,000**

Present Circulation of Buffalo Sunday Times

over **135,000**

BUFFALO TIMES

NORMAN E. MACK, Editor and Publisher

VERREE & CONKLIN, Inc.
National Representatives

NEW YORK
CHICAGO

DETROIT
SAN FRANCISCO

ADVERTISING AGENCY AFFAIRS

Four A's Committee to Decide October Meeting Place—G. W. Edwards & Co., Merged With Joseph Ewing—Larned Book to Be Published—Izzard to Open Tacoma Office

WHERE the annual October meeting of the American Association of Advertising Agencies will be held this year will be decided at a meeting of the association's executive committee to be held in New York July 13-14. Reports of sub-committee chairmen will also be made at this executive session.

Among the chairmen who will make reports will be: Frank Hubbard, Barton, Durstine & Osborn, Inc., New York, newspapers; Thomas F. Logan, Lord & Thomas & Logan, New York, radio; L. R. Northrup, Erwin-Wasey & Co., New York, magazines; J. W. Sanger, Frank Seaman, Inc., New York, export advertising; A. G. Montagne, Sherman & Lehair, New York, mechanical production; Paul E. Faust, Mitchell-Faust, Chicago, agricultural press; W. M. Richardson, Barrows, Richardson & Alley, New York, business papers; and Edward S. Gardner, Gardner Advertising Company, New York, out-door advertising.

The Southern council of the association met at Asheville, N. C., this week.

The merger of George W. Edwards & Co., Inc., of Philadelphia, and the Joseph Ewing Marketing Counsel and Research Service of New York, was announced this week.

George W. Edwards & Co., Inc., is a charter member of the American Association of Advertising Agencies and National Outdoor Advertising Bureau. The new company, will be known as Edwards, Ewing & Jones, Inc., with offices in Philadelphia and New York. George W. Edwards was elected chairman of the board and treasurer. Joseph Ewing, president. Thomas M. Jones who has been affiliated with George W. Edwards & Co., Inc., for many years as vice-president, continues the same office in the new company and John E. Rooney, secretary.

Ralph J. Failor, who recently completed a course at Columbia University, has joined Eddy and Clark, Inc., sales and advertising counsel, Akron, O., as director of research. Failor served for a time as radio editor of the *Akron Beacon Journal*.

The Izzard Company, Pacific coast agency, is making arrangements for opening a major office in Tacoma some time in July. E. R. Harris who has been with the Izzard company in Portland will be the Tacoma manager.

W. Livingston Larned of the Ethridge Company has written a new book "A Sales Manager's Field Letters to His Men," to be published shortly. Mr. Larned left New York this week on his annual vacation trip to Europe.

NON-ADVERTISERS FAIL

Survey of Business Failures Made by Dorrance, Sullivan & Co.

Most business failures are non-advertisers, according to a survey made by Dorrance, Sullivan & Co., New York advertising agency. Ninety-eight per cent of the failures in Chicago did not use newspaper advertising. Percentages in other cities were:

	Per cent
Baltimore, Md.	88
Bridgeport, Conn.	60
Canton, O.	80.5
Chicago, Ill.	98
Cincinnati, O.	91.9
Columbus, O.	85.5
Fort Worth, Tex.	87.5
Houston, Tex.	72
Indianapolis, Ind.	75
Louisville, Ky.	75
Milwaukee, Wis.	84
Nashville, Tenn.	67
Newark, N. J.	89

Philip O. Deitsch, manager of the trade relations department of the National Better Business Bureau, will join Klauvan Pieteron-Dunlap, Inc., Milwaukee advertising agency Aug. 1.

Jack Milligan, 20 years old, won the \$1,000 scholarship offered by McKinney, Marsh & Cushing to the best student in the Adcraft Advertising School of Detroit.

CENSORSHIP BEATEN BY U. P. CORRESPONDENT

Webb Miller, Member of London Staff Wires Primo de Rivera Direct, to Get News Through Spanish Censors

How an American newspaper man abroad is beating the Spanish censorship regulations was learned this week by EDITOR & PUBLISHER. Webb Miller, member of the staff of the United Press London bureau, wired Primo de Rivera direct to uncover facts behind a frontier report, and plans to continue this system in order to show how over-zealous censorship can put Spain in a bad light in other countries.

On June 25, a frontier report reached the U. P. London office from Hendaye on the French-Spanish border, regarding the discovery of a widespread plot against de Rivera's government.

No reply could be obtained from messages addressed to the U. P. Madrid bureau due to the censorship. Miller decided to apply to headquarters direct. He sent an urgent personal telegram to de Rivera, telling him that fragmentary reports of a big plot against his government were abroad and that his own censors were preventing U. P. correspondents from informing the London bureau whether they were true or false, how extensive the plot was, and adding that there was danger of the affair being exaggerated.

The message to the dictator was sent at 7:50 a. m. At 11:25 Miller received an urgent message of 181 words signed by de Rivera himself, confirming that a plot had been discovered, many arrests made, and that the plot was not against the monarchy as stated in border reports, but against the government of the directory. De Rivera had ordered the telegraph lines held open for this message and it reached London 39 minutes after it had been filed from Madrid.

"I am hoping that this incident will show Primo de Rivera concretely how an over-zealous censorship can put his country in a bad light abroad," Miller declared in a letter to EDITOR & PUBLISHER.

E. F. S. Editors' Feature Service

Over 70 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.

Six Pages Daily Illustrations in Mat Form
Write or wire for samples, price and territory.

Editors' Feature Service, Inc.
1819 Broadway, New York
Allied with Johnson Features, Inc.

PUBLISHERS URGED TO BUY NEWSPRINT NOW

A. N. P. A. Suggests Advisability of Building Up Stocks on Hand During July and August—Only 26 Days Supply is Present Average

Publishers are urged to consider the advisability of buying newsprint during July and August to build up stock on hand, in a bulletin issued to members June 30, by the American Newspaper Publishers Association. The Bulletin calls attention to the "continuing decrease of newsprint stocks," and reads as follows:

"Attention is again drawn to the continuing decrease of news-print stocks in hands of both publishers and mills.

"An average of but 26 days' supply, the lowest of which we have record, is estimated to have been in the hands of publishers on May 31.

"During the five years prior to 1925 the average was 43 days. During 1925 the average was but 38 days. The average for the first five months of the present year was 29 days but was still further reduced to 28 days during April and 26 days during May.

"Mill stocks have also decreased. At the end of May during both 1924 and 1925 the mills had 5.5 days' average production on hand, while on May 31st of this year they had but 2.8 days' average production on hand.

"While production capacity of the mills is being constantly increased, nevertheless because of the fact that consumption during the past eight months exceeded production, it is suggested careful consideration be given to conditions existing at the present time with a view to determining the advisability of building up stocks on hand during July and August.

"Attention is also drawn to the fact that the great increase of advertising beginning with September of last year and continuing to date, has caused an un-

expected firm condition of the market during that period."

The following table gives the approximate average number of days' supply of news-print in transit, and in the hands of publishers for six years and for the first five months of 1926. The figures given are those of the Federal Trade Commission up to June 1, 1923, and the A. N. P. A. Paper Committee since that time.

	Average Number of Days' Supply
1920	41
1921	46
1922	38
1923	45
1924	46
1925	38
1926 (Five Month)	29
May 31, 1926	26

Portland Carriers Visit Mt. Hood

Forty carrier boys of the *Portland (Ore.) News* recently were taken on a trip to Mt. Hood.

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the *New York Evening Graphic* vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the *New York Evening Graphic*.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the *New York Evening Graphic* offers the advertiser an extremely profitable opportunity.

Published by BERNARD MACFADDEN

NEW YORK EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

DOMINANT!
in
Pinellas County, Florida
Daily News

ST. PETERSBURG'S PICTURE PAPER

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

America's Biggest Tabloid
Florida's Fastest
Growing Newspaper

To be assured of Complete Coverage—
USE THE NEWS

The only paper in St. Petersburg, Florida, whose application has been accepted by Audit Bureau of Circulations.

Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 116 East 42nd Street
CHICAGO: 1010 Hartford Building

MERCHANT & EVANS CO.
PHILADELPHIA

Producers of . . .

SPARTAN
TYPE
METAL

Since 1866

LINO • MONO • STERO
INTERTYPE
COMBINATION

Stocks in Principal Cities

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.

THE TELEGRAM

now has the largest paid circulation in
CLARKSBURG, W. VA.

13,000 daily
14,000 Sunday
guaranteed.

Member Audit Bureau of Circulations

Represented Nationally by
The Devine-MacQuoid Co., Inc.
New York Philadelphia Pittsburg Chicago

A \$150,000,000.00 Wheat Crop Kansas Enjoys Its Third Consecutive Bumper Harvest

A Merchandising Service Which Guarantees Success

From advance work in obtaining distribution and notifications to the trade to the final check-up at the end of the campaign, Eagle Merchandising Service is continuous throughout the entire schedule.

SURVEYS: Pre-campaign surveys are made to ascertain the standing or possibilities of a product in the Wichita Trading Territory.

BROADSIDES: Where it is deemed necessary, advance broadsides are prepared and sent to the trade to break the way for the salesman.

LETTERS: In some cases letters may prove more effective than broadsides and are used.

PORTFOLIOS: Supplied to salesmen so they may be able to present the value of advertising in this territory effectively.

ROUTE LISTS: Our routed lists are up-to-date and so arranged that the trade may be worked in the shortest possible time.

TRADE PAPER: We publish The Wichita Eagle Retailer the first of each month, which reaches over 3500 merchants in our territory. It is a newsy, 16 page paper with a real influence and dealer following.

WINDOW DISPLAYS: The Eagle maintains a window display department for placing displays in the windows of retailers. Complete displays are installed and signed receipts sent to the advertiser.

Here is a service complete—the kind of a service which keeps up constant cooperation on the part of dealers, jobbers and their salesmen.

In 1925, Kansas harvested but 76,249,202 bushels of wheat and business was good. And now in 1926—FOR THE THIRD CONSECUTIVE YEAR, KANSAS HAS A BUMPER WHEAT CROP! The Wheat Growers have paid their bills—they have bought more land—NOW THEY WILL BUY THE THINGS THEY HAVE ALWAYS WANTED.

But this tremendous wheat crop is not all of Kansas' income. Oil production is high—the price is good. The corn crop will add millions to the farmers' wealth.

In the heart of this area of prosperity—in the center of Kansas' most productive territory is Wichita. And The Wichita Eagle is KANSAS' LARGEST DAILY AND SUNDAY NEWSPAPER.

This is just an invitation to you to share in the millions folks in The Eagle's Territory will spend.

The Wichita Eagle Harvesting Advertising Gains without a Loss

Comparisons of the First Six Months of 1926 With the First Six Months of 1925

	1925	1926	Gain	Loss
Local Display	2,118,186	2,477,503	359,317
Classified	1,096,137	1,257,207	161,070
Total Local	3,214,323	3,734,710	520,387
National	845,110	996,807	151,697
Total Advertising ..	4,059,433	4,731,517	672,084

These Gains Reflect Kansas' Splendid Condition

In Kansas It's

THE WICHITA EAGLE

Victor Murdock, Editor.
Clyde Speer, Bus. Supervisor.

Marcellus M. Murdock, Publisher.
H. W. Allen, Advertising Mgr.

Sidney D. Long, Business Mgr.
T. N. Gretzer, Mgr. Service Dept.

Represented Nationally By

The S. C. Beckwith Special Agency

New York
Detroit

Atlanta
St. Louis

Chicago
Los Angeles

Kansas City
San Francisco

NATIONAL STAFF IN SALES CONFERENCE

N. Y. Herald Tribune Advertising Men Gather at Home Office to Outline Future Plans—Welcomed by Mrs. Reid

Accomplishments of the past year were reviewed and plans for the future were discussed at a sales conference held June 25-26 by the national advertising department of the *New York Herald Tribune*.

In addition to the headquarters' staff, the Herald Tribune's advertising representatives from Chicago, Boston, Detroit and San Francisco, were present. The meetings were held in the Herald Tribune building.

The program was opened on Friday with an address of welcome by Mrs. Ogden Reid. George J. Auer, head of the national advertising department, then outlined the paper's plans for the summer and fall.

C. B. Donovan, chief of the media department of the Charles W. Hoyt Advertising Agency; H. D. Allen, account executive in the New York office of N. W. Ayer & Son; Frank M. Lawrence, manager of the media department of the George Batten Company; H. E. Fendler, advertising manager of Franklin Simon & Company; Horace Cleveland, vice-president of Dorrance, Sullivan & Company; H. L. Adams, Eastern sales manager of the Kellogg Company and Tom V. Sawyer, Eastern division sales manager, the Celotex Company, addressed the conference.

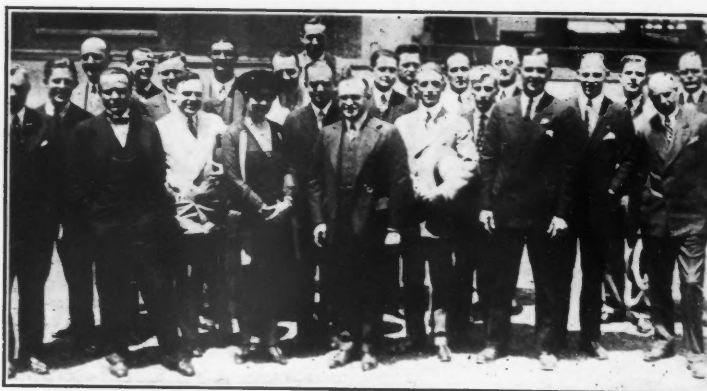
The conference then inspected the Herald Tribune Institute whose features were explained by Miss Florence Brobeck, director of the Institute. The office of the Herald Tribune Fresh Air Fund Department, whose activities were related by Mr. Leslie Conly, was then visited.

A trip of inspection through the Herald Tribune plant under the guidance of W. E. Haskell Jr. was made. In the evening a reception and dinner to the members of the Conference was given at the home of Mr. and Mrs. Reid where a round-the-table general discussion was opened by Raymond Schooley, advertising manager.

The Saturday morning session was opened by an appraisal of the appeal by the Herald Tribune to every class and type of reader by William E. Haskell, Jr. Miss Henrietta Mallahy, Charles A. Pope, William O. Barrow and Frank H. Meeker also spoke.

The plans of the promotion department for the coming year, together with an analysis of its problem, were told by Porter Caruthers, assistant business manager and promotion manager. He was followed by Claude Sandkam, circulation manager.

John F. Kelly of Woodward and Kelly and Carroll J. Swan, Boston representative outlined their plans for the coming year.



Members of the National Advertising Department of the *New York Herald Tribune*, who attended the recent sales conference held at the New York office. In the picture (left to right): J. F. Kelly, manager of Chicago office, Woodward & Kelly; Allyn Jay Marsh, New York office; Col. Carroll J. Swan, manager Boston office; Richard Bryce, New York office; A. Brayden, New York office; Charles A. Pope, New York office; Edward J. Bangs, Chicago office; John De Bell, New York office; Henrietta C. Mallahy, New York office; D. W. Harris, Detroit office; Horace Cleveland, New York office; Edward McNamara, New York office; George J. Auer, national advertising manager; J. B. Shaw, Chicago office; A. G. Anderson, New York office; John B. Woodward, New York office; F. B. Etter, manager Detroit office; W. O. Barrow, New York office; Phillip Andersen, Chicago office; Frank H. Meeker, New York office; Frank C. Davies, Detroit office; J. D. Fesler, New York office; Jas. Hibben, Jr., Chicago office; T. L. Emory, San Francisco office.

On Sunday morning the out-of-town men were taken to the opening of the Herald Tribune model demonstration house at Bronxville and then for a tour of the Westchester residential sections. A luncheon tendered the visitors at the N. Y. A. C. Country Club at Travers Island by Mr. Auer concluded the convalesce.

Daily Completes Its Plant

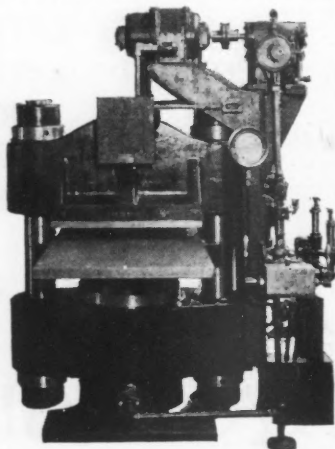
Upon completion of its new \$350,000 building the *Bellingham* (Wash.) *Herald* issued a special progress number. A feature of the edition was a rotogravure section.

Butcher Going Abroad

Harold Butcher, American correspondent of the *Liverpool* (Eng.) *Echo*, leaves next week on the "Berengaria" for a two months' tour in England and on the Continent. The object of the tour is preparation of a series of articles.

Results account for growth of EDITOR & PUBLISHER classified department.

BIROTADRUCK



HYDRAULIC MATRICE PRESS

Direct Pressure Under Complete Control. Fast, Positive, Non-Vibrating Hydraulic Operation. The first successful hydraulic matrice moulding press to be introduced into this country. Birotadruck Presses are now in operation on the plants of The New York Times (3 presses), New York Herald-Tribune (2 presses), Boston Globe, Cleveland Press and Dallas News.

AMERICAN BIROTADRUCK CO., Inc.
120 West 42d St., New York City

EDITORS TO TOUR STATE

Wisconsin Group Plans Motor Trip Beginning Aug. 12

Plans for the annual summer tour of the Wisconsin Press Association have been partially completed. The member editors will begin their motorcade at Wisconsin Rapids, Thursday, Aug. 12; journey to Medford the following morning, continue to Park Falls, arrive at Ashland, Saturday noon, spend the night in Bayfield, Sunday at Superior and other northern Wisconsin cities, and disband on Monday.

There Are No Other Newspapers Covering South Jersey Completely

From the Standpoint of the National Advertiser

CAMDEN COURIER The MORNING POST

60,000 Circulation
Combination Rate

National Representatives:
STORY, BROOKS & FINLEY

Wheeler-Nicholson, Inc. Complete Feature Service

Wire us for samples and prices of the

Largest, Most Original
Most Artistic and Finest

blanket feature service on the market, which includes IVAN-HOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.

Wheeler-Nicholson, Inc.

Malcolm Wheeler-Nicholson, President
373 4th Ave., New York City

William F. Huffman, editor of the *Wisconsin Rapids Tribune* and chairman of the entertainment committee, is arranging for an exhibit of a copy of each newspaper in the state and specimens of the printer's craft.

The tour committee consists of: President John A. Kuypers, *De Pere Journal Democrat*; Secretary Louis H. Zimmerman, editor of the association's monthly magazine, *The Howler*, and of the *Burlington Standard Democrat*; W. W. Rowland, motor editor of the *Milwaukee Journal*; Charles Utz, *Milwaukee*; W. H. Conrad, *Taylor County Star-News*, and H. Wachmuth of the *Bayfield Progress*.

Hearst Employee Retired

Emil Dengel, for 38 years in the *San Francisco Examiner's* stereotyping department and for years the foreman, has been retired on full pay by William Randolph Hearst.

Detroit

Fourth
Largest
City

Complete coverage with
one paper.

The Detroit News

Offers advertisers
unusual opportunities

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening
Circulation and at 3c a copy

Buffalo, The Wonder City of America

Buffalo—A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Tribune Tower
New York, N. Y. Chicago, Ill.
Atlantic Bldg. Waterman Bldg.
Philadelphia Boston

The DES MOINES CAPITAL

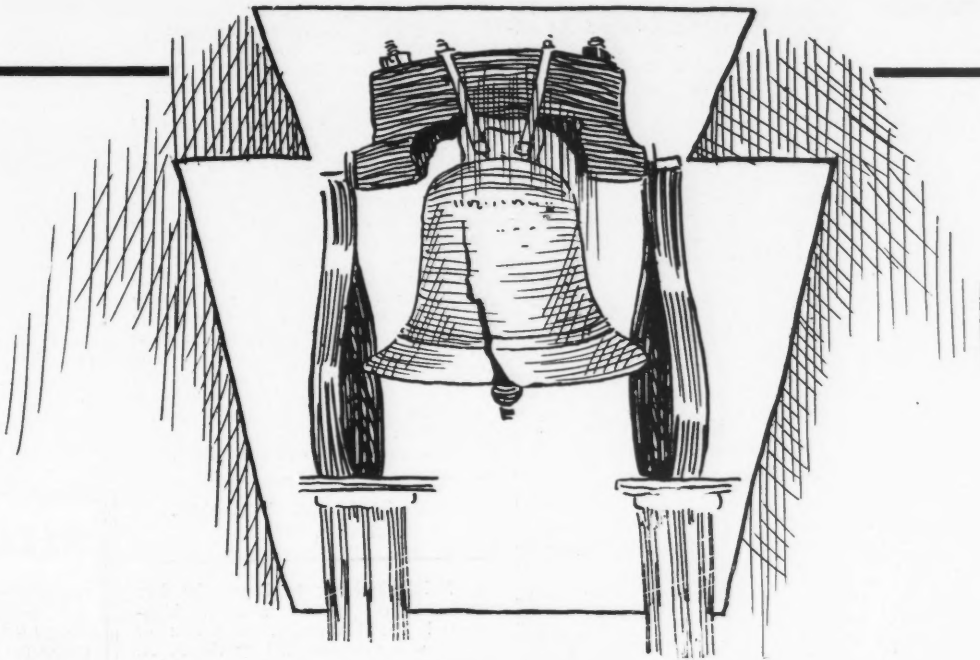
Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the Midwest

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL

Lafayette Young
Publisher



The Sesqui-Centennial means a great year for PENNSYLVANIA

The great Exposition is on. Thousands of people from every State in the Union and from every Nation will be Pennsylvanians for a week or two, this year, adding to the already great buying power of Pennsylvania.

This is the big year for Pennsylvania and for National Advertisers who are advertising in the daily papers of Pennsylvania.

You, too, should not neglect this unusual opportunity for greater sales volumes of your product.

The daily papers listed below cover the homes of Pennsylvania and are read by visitors as well.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
**Allentown Call(M)	31,400	.10	.10	**Oil City Derrick(M)	8,588	.04	.04
**Allentown Call(S)	22,349	.10	.10	**Pottsville Republican and Morning Paper(EM)	15,346	.08	.07
††Beaver Falls Tribune.....(E)	6,553	.03	.03	**Scranton Times(E)	43,230	.13	.12
††Bethlehem Globe Times.....(E)	13,272	.06	.06	**Sharon Herald(E)	7,236	.0357	.0357
††Bloomsburg Press(M)	7,673	.04	.04	**Sunbury Daily Item(E)	5,224	.03	.03
**Chester Times(E)	18,295	.06	.06	**Washington Observer and Reporter(M&E)	17,589	.06	.06
††Coatesville Record(E)	6,783	.035	.03	††West Chester Local News(E)	11,860	.04	.04
**Connellsville Courier(E)	5,928	.02	.02	**Wilkes-Barre Times-Leader(E)	26,204	.06	.06
**Easton Express(E)	25,473	.08	.08	††Williamsport Sun and Gazette & Bulletin.....(ME)	23,000	.09	.09
**Erie Times(E)	28,596	.08	.08	††York Dispatch(E)	19,632	.05	.05
††Greensburg Tribune Review...(EM)	14,883	.05	.05				
††Hazleton Plain Speaker....(E) }	19,852	.07	.06	**A. B. C. Publishers' Statement, March 31, 1926.			
††Hazleton Standard-Sentinel..(M) }				††Government Statement, March 31, 1926.			
**Mount Carmel Item(E)	4,307	.0285	.0285				

LACK OF COST DATA IS DEPLORED

(Continued from page 8)

circulation showed a greater percentage of profit than three papers in the circulation class of 3,000 to 8,000.

The unit cost per inch of advertising varied from 15 cents on the small papers to more than a dollar in the big city class.

"A careful and intelligent study of these reports should be helpful to every Southern publisher," the report declares. "Any department that is 'running wild' or one that is inactive can be readily compared with the same departments of other publications, and a publisher who is frequently informed that certain reductions are impossible learns that other publications have found the way.

"The extent to which some publications carry the lack of records is in many cases deplorable. These are instances where too much system and too many records have proved burdensome, but the one outstanding need of Southern publishers in general is better accounting."

REPORT ON ADVERTISING AGENCIES

THE report of the Committee on Advertising Agents said:

"It is the observation of the committee that special activities in certain parts of the south bring an unusual number of so-called advertising agents. This situation existed particularly during the past year in Florida and North Carolina. The committee has attempted to assist in the establishment and growth of every legitimate advertising agent, but it views in a very conservative manner the appearance and operations of an agent handling one kind of business almost entirely. Special representatives are very active at times in attempting to secure recognition of some of these agents because of periodic copy rather than steady, consistent efforts to develop substantial advertising."

EDITORIAL COOPERATION URGED BY S. N. P. A.

LACK of touch between editorial offices of Southern newspapers was again deplored by the committee on editorial affairs in its report to the S. N. P. A. The report said:

"Last year the Editorial Committee suggested that it would be of great value to the newspapers belonging to this Association if its editorial offices could be in continuing contact with other editorial offices in the matter of features, their value and costs, and in other matters. It was argued that editorial offices could exchange to great advantage data as to men and women available for certain positions, as to editorial undertakings of one kind and another, as to libel actions and so on. But it is not easy for men who do not know each other to help each other on these lines. The great value of the S. N. P. A. to the newspapers that belong to it has grown out of the personal acquaintanceship formed at the annual meetings. All the agencies which have proved so helpful in a business way, such as the bulletins, have been devel-

oped from these annual meetings. The weakness of the Association on the editorial side is that so few of the newspapers are represented at these meetings by men from the editorial offices.

"Can that be cured? Yes, but to do so would require more vigorous measures than have yet seemed practicable. If at one of these meetings in Asheville the editorial side of the newspaper could be featured, with editors and managing editors from many newspapers present, and turning things over to them, a basis might be worked out upon which something constructive could be built up.

"Tribute was paid to the *Columbus* (Ga.) *Enquirer-Sun*, of which Mr. Julian Harris is the editor, for meriting the Pulitzer Award for public service in 1925."

STRONG FIGHT WAGED ON FREIGHT RATES

AN attempt by Southern railroads to increase freight rates on newsprint has been stoutly fought by the S. N. P. A. traffic committee, which this week reported the following:

"Your committee believes that the situation on rates for newsprint from Canadian, New England and trunk line points to certain Tennessee cities directly affects the whole structure of the rates to the entire South. The Southern Railway specially and the Louisville & Nashville Railroads are instrumental in leading the efforts to bring about an increase of 10 cents per hundred to Nashville and 13 cents to Memphis. It is contended by the Southern and L. & N. that the proposed changes are reasonable, but the increases have not been put into effect because the New England railroads positively refuse to agree to the advances. As the Canadian, New England and trunk line territories are competitive, the rates will not be raised from one section without proportionate increases from the other.

"The Southern Freight Association has given notice of amendments in tariffs to provide for the 57 cents rate to Nashville and 61 cents rate to Memphis from trunk line, Canadian and New England points, to become effective August 15th, via the Virginia gateways and Ohio River crossings, except that the present Memphis rate of 48 cents via Illinois Central will continue.

"Information in the hands of your Traffic Committee shows conclusively that the moving forces among the railroads in the South in defending these increases are the Southern and L. & N. They have issued virtual ultimatums through their Vice-presidents Oliver and Smith to the New England, trunk line and Canadian railroads, and threatened to cancel concurrences. In this fight, the friends of the Southern daily newspaper publishers are the New England railroads, while the Southern and the L. & N. are moving heaven and earth through the Southern Freight Association to increase the Nashville and Memphis rates on newsprint paper regard-

less of lower rates on other commodities to Memphis and Nashville which are not disturbed, and readjustments in the structure of the entire Southern territory under the decision in the Southern Rate Class Investigation case.

"We believe the point has been reached where the individual members would acquaint themselves with the facts, and ask the responsible officials of the railroads involved about policies which they intend to carry out in relation to newsprint traffic in the South.

"It must not be lost sight of that all traffic authorities agree that newsprint paper is a very desirable commodity for the railroads. It is easy to handle for heavy loading with a minimum number of claims for damages and loss. The tonnage is heavy considering the amount of space involved. There are no unclean cars to be fumigated and overhauled after a shipment of newsprint. The paper moves in carload lots in long hauls."

NEW BUILDING FOR LEE SCHOOL URGED

A NEW building to house the Lee School of Journalism at Washington and Lee University, at a cost of \$50,000 was recommended by the S. N. P. A. committee report. The school has been operating one year. Subscriptions to date have been: S. N. P. A. members, \$60,500; general public, \$8,700; Mrs. L. E. Richardson, \$10,500. A mechanical plant, suitable for running a small experimental newspaper, has been promised to the school if an appropriate building can be obtained.

Carriers on Outing

The *Spokane* (Wash.) *Spokesman-Review* recently was host to 30 boys, contest winners, at a camping party on the shores of Lake Coeur d'Alene, Idaho, for two days. Circulation department heads did all the work in camp.

BUSINESS GOOD IN SOUTH

So Southern Council of Four A's Declares at Asheville—Officers Elected
(By Telegraph to EDITOR & PUBLISHER)

ASHEVILLE, N. C., July 8.—Business conditions throughout the south remain favorable, according to reports rendered at the meeting of the Southern Council of the American Association of Advertising Agencies at Grove Park Inn.

Officers were elected as follows: Chairman, Shelly E. Tracy, Southwestern Advertising Agency, Dallas; vice-chairman, J. L. Morrison, Ferry-Hanly Company, Kansas City; secretary-treasurer, B. E. Wyatt, Johnson-Dallas Company, Atlanta.

If these little motor-cars get any smaller, they'll have to hunt the pedestrian in packs.—*Little Rock Arkansas Gazette.*

MICHIGAN

and the **BOOTH NEWSPAPERS**

THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

- The Grand Rapids Press
- The Flint Daily Journal
- The Saginaw News Courier
- The Kalamazoo Gazette
- The Jackson Citizen Patriot
- The Bay City Times Tribune
- The Muskegon Chronicle
- The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN J. E. LUTZ
59 East 42nd St. Tower Building
New York City Chicago, Ill.

have you been following the remarkable growth of the Detroit Times

The Evening World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

NEW YORK STATE Westchester County's Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by THE DAILY ARGUS of Mount Vernon THE STANDARD STAR of New Rochelle
Both Members of A. B. C.

Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 more net paid circulation in Pittsburgh than the other two evening newspapers combined—and 35,000 more net paid circulation in Pittsburgh than the other two Sunday newspapers combined.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. O.

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

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

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

first! in OHIO

9,561,237 Lines

Dispatch advertising record for the first five months of 1926, exceeding other Columbus newspapers combined by 1,378,109 lines. In 1925 the Dispatch published 21,544,376 lines, exceeding second largest Ohio newspaper by 2,648,383 lines.

NET PAID CIRCULATION

CITY 55,812
SUBURBAN 26,973
COUNTRY 23,666

Total Daily Circulation.....106,451

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

**S. N. P. A. ADVERTISING CAMPAIGN
INCREASED NATIONAL LINAGE**

"DURING the past twelve months, the national advertisers have spent more money in the South than in any previous year, and since January most southern newspapers have broken all previous records in the amount of national copy carried," said the report of the Committee on Advertising. The co-operative plan of advertising was declared highly successful and a larger schedule was urged.

Preparation of the committee's report was the last work done by Edgar M. Foster, business manager of the *Nashville Banner* and Chairman of the S. N. P. A. Advertising Committee, who died June 20. He was engaged in drawing up the report when he was taken to the hospital for an operation, from which he never rallied.

The report said, in part: "This co-operative plan of selling the South to the North, East and West should be continued, and, if possible, upon a larger scale. The sentiment at this time is universal that the time is auspicious and that the benefits to the South and to its daily press will be immediate and substantial.

"The story of the present South is a revelation of prosperity.

"The Southern press should press the fact that the natural advantages which the South possesses of having the cotton field in sight of the cotton factory; to the proximity of the iron ore and coal fields and limestone as an advantage which enables the furnaces of the South to produce pig iron cheaper than in any other section of the country; that the rails for southern railroads and the steel for its vast bridge construction are largely the products of southern furnaces and foundries. We must emphasize the fact that this long since has ceased to be a 'one-crop' section; and that the agriculture here has become diversified to a greater extent than in any other part of the United States. We must call attention to the amicable relations between labor and capital, the comparative freedom here from disturbances in contrast with the severe conflicts and frequent upheavals that occur in other sections. We must show the rapid extension and progressive policies of its great railroad systems; the large expenditures for highway construction, for the improvements of harbors and waterways. We should not fail to stress the remarkable scope of construction in the South, by states, municipalities and citizens, public utilities, public buildings, educational institutions, factories and residences, a scale and variety of construction which astounds the visitor and carries its own story of a wonderful era of progress and prosperity.

"The South is the last remaining frontier of the Republic. It is the land of opportunity; about it is the magic of high traditions; the romance of the vast natural treasures, as yet only barely touched, is gripping the country and stirring its own people. Capital in the North and East is on a closely competitive basis. It is seeking a freer field and fuller rewards. Great as has been the progress of the South, outside capital is fully aware that its resources are really unexplored, and that this advance is but a prophecy of its possibilities; that no avenue of industry is congested but that opportunities are limitless for profitable enterprises of the widest character.

"The East is alert, investigating and impressed. It was a remarkable and significant utterance made by John Bentry, perhaps the leading journalist of New England, at the opening of this year that the next decade would witness the most momentous migration of men and money which the nation has ever seen and that its destination would be the Southern States. That epochal movement is already well under way.

"Heavy as were the investments of the North in 1924 in the South, the volume of capital which crossed the Ohio in 1925

was vastly greater. Every important railroad system entering the South prosecuted an unprecedented program of extension. Projects aggregating over \$100,000,000 for the development of the harbors of the South Atlantic and Gulf Coasts were begun; \$150,000,000 of Eastern capital was invested in new hotels in the South, and a quarter of a billion embarked in industrial enterprises, mineral lands and hydro-electric developments.

"When the year 1925 was surveyed it was discovered that not only was the domestic commerce of the South, experiencing a remarkable expansion, but that the South was fortifying its foreign trade relations; that the exports through southern ports had reached the splendid total of thirty-eight per cent of those of the entire nation, aggregating four times the amount of only fifteen years ago, and that tonnage for the year through every port of the South, with a single exception, had shown an increase over 1924, while the only ports north of Baltimore that had made a gain were those of the state of Maine.

"It was found that the railroads of the South far surpassed those of any and all sections of the country in net earnings and in relative freight and passenger traffic as compared with 1924.

"The significant fact was developed that in the important field of construction the South had surpassed even the peak record of 1924 and in percentage of gain had eclipsed every section of the U. S.

"The deposits in the banks of the South had reached an unprecedented total of \$7,000,000,000, nearly fifty times as much as all the 1,100 banks below the Ohio contained in 1873.

"Its output of manufactures had passed the \$10,000,000,000 mark, which was three times the amount of only fifteen years ago; and the value of its farm products had grown to \$6,000,000,000, or ten times as much as the yield in all the states of the South the year Sumter was fired on.

"Hundreds of millions of dollars hurried from the North to acquire the vast power resources of the Southern territory, and millions of citizens from North, East and West crossed the Ohio and Mississippi rivers as tourists or homeseekers.

"A great awakening has come to the Southern people themselves. One of the outstanding signs of the times is the dual campaign to sell the South to itself and to the country, which the press, business organizations, civic leaders and educators of the Southern states are pressing with intense eagerness."

New Texas Weekly

The *Cooper (Tex.) Delta County News* is a new weekly, with W. L. Martin as editor and publisher.

**creating
Impression!**

nearly half the 2013
national advertisers
using the Cleveland
Plain Dealer in 1925
used it exclusively.

The Plain Dealer
ONE Medium - ONE Cost (ALONE) Will sell it

J. B. Woodward Woodward & Kelly
110 E. 42d St. 360 N. Mich. Ave.
New York Chicago

NEWS VS. ADVERTISING

**Is One Subject to Be Discussed at
South Carolina Meet**

"Drawing Lines Between News Matter and Advertising" will be discussed by A. W. Huckle of the *Rock Hill (S. C.) Herald* before the 50th annual meeting of the South Carolina Press Association at Myrtle Beach, S. C., July 13-14.

Other speakers, announced this week by Robert Lathan, editor, *Charleston News & Courier*, association president, include: R. L. Freeman, *Bennettsville Pee Dee Advocate*; R. M. Hitt, *Bamberg Herald*; E. H. DeCamp, *Gaffney Ledger*; Roger C. Pease, *Greenville News*; H. G. Osteen, *Sumter Item*; S. L. Latimer, *Columbia State*; and J. A. Zeigler, *Florence News-Review*.

E. R. THOMAS DIES

**Was Noted Sportsman and Owner of
New York Morning Telegraph**

Edward Russell Thomas, 52, one of the owners of the *New York Morning Telegraph*, died July 6 in a New York sanitarium. He was noted as a sportsman and banker.

He became interested in the *Morning Telegraph* in 1904. A while ago he bought out the stock in that newspaper owned by the estate of the late W. E. Lewis, former publisher, and until the recent merger of the *Telegraph* with the *Daily Running Horse* owned all the stock. He was vice-president of the merged company.

Mrs. G. Gould Lincoln Dead

Mrs. G. Gould Lincoln, wife of G. Gould Lincoln, political writer of the *Washington Evening Star*, died suddenly July 7 at Rehoboth Beach, Del.

Waukegan Paper to Build

The *Waukegan (Ill.) News* last week announced the purchase of a site in the downtown district upon which it will erect a four-story publishing plant. It will be of brick, terra cotta trimmed elevations, with a 12-foot basement to accommodate presses. Lobby and business office will be on the first floor; editorial rooms on the second; and mechanical rooms on the top floors.

Still Gaining !

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS

and
~~Baltimore Sun~~

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments of

- New York Evening Journal
 - Baltimore Evening News
 - Baltimore American
 - Washington Evening Times
 - Washington Herald
 - Atlanta Evening Georgian
 - Atlanta Sunday American
- are combined with offices in New York—Chicago—Detroit

New York Office:
W. G. HOBSON, Eastern Manager
2 Columbus Circle
Telephone: Circle 5400

Chicago Office: F. E. CRAWFORD
Western Manager 913 Hearst Bldg.
Detroit Office: FRANKLIN PAYNE
Representative 1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL



**You've Hit it
on the Head,
Mr. MacLean!**

In choosing Certified Dry Mats for his own feature service Mr. Eugene MacLean (Malcolm Duart) writes:

"I bought them for the NEA on merit, and will buy them for my own purposes for the same reasons."

That's just it. Wherever Certifieds are used they are bought on their MERITS alone.

To those who use mats for syndicate purposes, or for newspaper work, Certified Quality will appeal for its undeviating high character.

We welcome Mr. MacLean to our happy family of newspaper feature services.

Can't we send samples of Certifieds to you — you'll find it worth while to make a trial in your own plant, and COMPARE:

Which shall it be, Syndicate or Newspaper Certifieds?

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue, New York

For wet mat printing with DRY MAT facility — use Certifieds

Made in the U. S. A.

ENLARGED PLANT FOR DES MOINES DAILIES



ABOVE (left) is one Des Moines Register and Tribune's annex building, which is now nearing completion.

The papers occupy five floors of the main building (at right) and all of the Annex except the store rooms on the first floor. The basement of the Annex will give additional press room facilities with space for 2 lines of 12 units each.

The second floor of the Annex is given over entirely to the editorial department with the exception of a portion of the

space in the rear which will be used as a mailing room.

The third floor is given over to the national advertising department, rotogravure advertising, classified advertising, promotion advertising and syndicate department. The photographic studio is also located on this floor.

The Annex adds approximately 25,000 square feet of floor space to the plant. It will be ready for occupancy about July 15.

AD TIPS

N. W. Ayer & Son, 308 Chestnut street, Philadelphia. Placing account of the Armand Company, Des Moines, Iowa, manufacturers of toilet articles.

George Batten Company, Inc., 383 Madison avenue, New York City. Placing account of the Petroleum Heat & Power Company, New York City, manufacturers of Petro Oil Burners.

Chatham Advertising Agency, Inc., 3 West 29th street, New York City. Placing account for Julia Hoyt Modes, Inc., New York City, manufacturers of dresses.

Federal Advertising Agency, Inc., 6 East 39th street, New York City. Now handling the following accounts: Associated Men's Neckwear Industries, New York City; General Cigar Company, New York City; "Van Dyck" Cigars; Metal Textile Corp., Orange, N. J., utensil cleaners; Alfred H. Smith Company, New York City, Dier-Kiss Perfumes, Powders, Etc.; C. Stern & Mayer, New York City, Esquire Hose. **C. Brewer Smith Advertising Agency**, 27

School street, Boston. Has secured the following accounts: Alandale Studios, Laskey Commercial School, Dorchester Pottery Works, Mass. Radio & Telegraph School, and Franklin Union Institute, all of Boston.

Frank B. White Company, 76 West Monroe street, Chicago. Now handling account of the Lakeland Resorts, Inc., Chicago.

Williams & Cunningham, 6 North Michigan avenue, Chicago. Now handling account of Fallis, Inc., Cincinnati, manufacturers of Peter Pan "Opal Hue" beauty powder.

Young & Rubicam, 285 Madison avenue, New York City. Is now placing the advertising of "Jell-O" and the Adver. of this product is being placed through the Postum Cereal Company, Inc., New York City, who recently purchased the Jell-O Company.

EVENING HERALD

Los Angeles, Calif.

Gained 5,015 Daily Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1925, 177,208 Daily. Six Months Ending March 31, 1926, 182,313 Daily. Increase in Daily Average Circulation, 5,015.

IT COVERS THE FIELD COMPLETELY REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
John H. Lederer, 910 Hearst Bldg., Chicago, Ill.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

We shall be pleased to see any newspaper man during the Philadelphia Convention and to talk over with him his classified advertising problems

THE BASIL L. SMITH SYSTEM, Inc.

International Classified Advertising
Packard Building Philadelphia

JAPANESE JOURNALIST HELD BY RED GUARDS

Placed in Jail on Charge of Espionage While Returning from Russia —Released After 11 Day Detention

Special to EDITOR & PUBLISHER

SHANGHAI, China, June 14.—The difficulties of a Japanese journalist with Russian authorities are told by the Harbin, Manchuria, correspondent of the Shanghai North-China Daily News, probably the chief English language newspaper in China. The report is of interest in view of the number of American and European journalists who have already gone to or who plan to visit Russia.

The correspondent says: "Mr. Noiori the editor of a popular Japanese journal, the Jitsugio-Nocikai, who left Japan last year to visit Europe and Russia, has reached Harbin from Moscow on his way home. He left the Soviet capital on April 21, where he spent several days studying the present economic state of Russia, and came across Siberia by the express train. On the train which he had taken, arriving at the station Matzoevsky where documents are examined, two Red guards entered the coupe occupied by the journalist and searched his baggage.

"Among other things found was a map of Soviet Russia and material dealing with the country which had been given to Mr. Noiori by the Commissariat of Foreign Affairs at Moscow. But this was evidently enough testimony for the Japanese to be arrested and sent back to the station of Diouria under armed convoy. Here he was put in prison where he remained for eight days after which he was taken back to China and handed over to the G. P. U., or Political Secret Service Depart-

ment. His trial took place immediately, the charge against him being that of military espionage.

The court found that there was insufficient proof and the man was released after having been detained 11 days and having put up with much unpleasantness."

Cleveland Shopping News Moves

Headquarters of the Cleveland Shopping News were moved recently from 1435 E. 12th street to 5309 Hamilton avenue.

Strong's Address in Pamphlet Form

The address delivered by Walter A. Strong, publisher, Chicago Daily News, before the graduating class of the University of Chicago at the June commencement has been published in pamphlet form under the title "Newspaper and the New Age."

If Quality

of circulation is your first consideration

The Evening Star

With Sunday Morning Editions Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St. Dan A. Carroll

Chicago Office—Tower Building J. E. Lutz

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

Resort and Hotel ADVERTISING

in the Miami District

Hosts of vacationists sojourn in Miami; but residents also flock north. Thus, Resort, Hotel and Restaurant advertising, both local and national, commands attention in the District.

Comparative figures in this classification, first five months, 1926, follow:

THE HERALD... 522,767 Lines

Second Paper... 333,893 Lines

Herald Lead... 188,874 Lines

—or more than 56%.

The Miami Herald

"Florida's Most Important Newspaper"
Frank B. Shutts, Publisher

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation

LOUISVILLE KY

CUSTOMS MEN HOLDING UP NEWSPRINT

Federal Officials Charging Duty on Importations Despite Treasury Department Ruling, Firms Declare —Fight Looms

The United States government has broken faith with newspapers, it was charged this week by importers of newsprint. Despite a ruling of the treasury department providing entry of European newsprint duty free and without delay, a number of shipments have been held up by customs officials in several ports and duty paid by importers, Editor & PUBLISHER was informed.

Protests have been made to the department by importers affected and cases are awaiting trial before the general board of appraisers. Assessed as print paper, duty has been paid on paper consigned to importers for newspapers at a rate of 1/4 cent a pound and 10 per cent *ad valorem*.

Editor & PUBLISHER was informed by one importer that he had been forced to pay duty on European newsprint consigned to him, when in each case he had been able to submit proof that the paper was being consumed by an American daily newspaper.

The definition of standard newsprint adopted by the treasury department July 2, 1925 is a virtual prohibition of European newsprint, because of provisions relating to ash content. It was strenuously fought by the newsprint committee of the American Newspaper Publishers' Association and as finally issued contained a rider in the form of instructions to customs officials to the effect that paper in rolls or sheets consigned to publishers or credited importers should not be held up in any way.

The definition without the rider reads: Weight—500 sheets, each 26 by 36 inches, shall weigh not less than 30 pounds nor more than 36 pounds.

Rolls—The Paper shall be in rolls not less than 16 inches wide and 28 inches in diameter.

Stock—Not less than 70 per cent of the total fiber shall be ground wood. The remainder shall be unbleached sulphite.

Finish—The average of five tests in machine direction and five tests in cross direction on both sides moving the paper after each test made with the Ingersoll claimer, shall not be more than 50 per cent gloss.

Ash—Shall not be more than two per cent.

Degree of Sizing—Time of transudation of water shall not be more than ten seconds by the ground glass method or five seconds by the alternative methods.

The rider which accompanied the definition was a compromise reached between American manufacturers and the newspaper publishers. It is also understood that the treasury department issued a general letter last February which lead importers to believe that no samples would be taken even of shipments that did not come within the strict measures of the definition.

Samples, however, have been taken duty assessed, and paid. Reports were current in authoritative circles this week that another fight looms between publishers' representatives and manufacturers in Washington.

EDITOR & PUBLISHER CALENDAR

July 13-16—South Carolina Press Assn., annual convention, Myrtle Beach, S. C.

July 16—Idaho State Editorial Assn., meeting, McCall, Idaho.

July 19-24—International stereotypers' and Electrotypers' Union of North America, meeting, Los Angeles.

July 21-23—North Carolina Press Assn., annual convention, Hickory, N. C.

July 23-24—Northeast Nebraska Editorial Assn., annual convention, Homer, Neb.

July 23-25—Colorado Editorial Assn., annual convention, Alamosa, Col.

July 23—American Photo-Engravers' Assn., annual convention, Detroit.

July 26-Aug. 21—Institute of Politics, Williamstown, Mass.

July 30—Northeast Missouri Press Assn., mid-summer meeting, Monroe City, Mo.

MAKE-UP SHOWN AT N. E. A. CONVENTION

(Continued from page 14)

each advertisement, and to the incorrect relation of the advertisements to each other.

Then a much better inside or back page was made up. A running head was placed on the page, and the advertisements used—much more pleasing individually and more in harmony with each other—were pyramided to the right. In the upper left hand corner was shown a two-column boxed head featuring "Live State News."

"Too many newspapers omit running heads," the speaker said. "This seems to me to be a serious mistake—the neglect by the publisher of an opportunity to advertise his paper, city and state. When the average person tears out a news story to send to someone in another community, and the page from which the history is torn does not contain a running head, the receiver of the clipping seldom knows from which paper it was clipped or the date the item was printed." A half-column of black, disfiguring theatrical advertisements were shown on the page alongside of two resettings of the same matter in much more attractive and readable type faces. "Resetting," the speaker said, "not only made these particular theatrical advertisements more attractive and readable, but gave the other advertisements on the page an equal chance to be read. It is not being fair to the other advertisers on a page to place alongside of their well-composed advertisements unduly black and otherwise disfiguring advertisements from other buyers of space. The same applies,

of course, to advertisements of every kind.

A classified section was shown, with attention directed to the fact that the smaller face used could be set 14 lines to the inch. "The outline display faces," the speaker said, "relieve the monotony of such a page and display the advertisers' statements to better advantage."

The last page shown was an editorial page, with the first four columns converted into three columns of ten-point sixteen picas wide, with increased shoulders of white space on each side of the column rules. The masthead displayed the emblem of the National Editorial Association, stated the subscription rates of the publication, as well as statements for the benefit of prospective advertisers. Also featured in the masthead were the names and addresses of correspondents in other communities, that readers of the paper in those communities could establish direct contact with those correspondents. The statement was made that the masthead should not be kept standing so long that it becomes unreadable. It should be reset occasionally. Several casts can be made at one time and the extra lines put away for future use.

"Some publishers make the mistake," the speaker said, "of setting some of the columns too wide on the editorial page. A good rule to follow is that the column width should be no wider than an alphabet and a half of lower-case of the type face used; that is, should be no wider than forty lower-case characters of the face employed. The wider the column, of course, the deeper should be the leading.

In closing, the speaker again called attention to the wrappers of newspapers. "An attractively made up paper," he said, "that goes out in a sloven wrapper carries with it a note just as false as would be the case were a gentleman in a neatly fitting new suit of clothes to throw about his shoulders an old tarpaulin to wear to call on a good friend. The wrapper should be neatly printed and should carry an advertisement for the paper, the city, and the state from which it comes. One particular paper in the East has printed

on its wrapper a statement such as this: 'Here's the latest copy of the Sanson News, printed in the city of Sanson. Some paper! Some town! Just like a letter from home.'"

St. Maurice Completes Financing

The St. Maurice Valley Corporation is issuing \$1,300,000 first mortgage and collateral trust six per cent bonds, thus completing its financial program in connection with the installation of its two newsprint machines. The new bonds are identical with the corporation's original issue, being dated Dec. 1, 1925, maturing Dec. 1, 1945.

America's Complete Newspaper

New York Herald Tribune

in Detroit—

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

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursued circulation productive of greater advertising returns at lower cost.

RADIO PROGRAMS NEWS NOTES FEATURES

Used and Praised by More than 200 Newspapers

Send for samples and prices

AUDIO SERVICE

326 West Madison St. Chicago

For the First Three Months of 1926

THE TAMPA MORNING TRIBUNE

printed 7,355,276 lines of Advertising, and thus moved up from twelfth to SIXTH place among the newspapers of the United States.

The only newspapers printing a greater volume of advertising during that period than The Tribune were the Miami Herald, the St. Petersburg Times, the Detroit News, the Chicago Tribune and the New York Times.

The Tribune covers the rich South Florida territory of 24 counties and 190 cities and towns, with a population of 713,943.

That's Why Its Advertising Volume Grows

The S. C. Beckwith Special Agency, National Representatives.

THE PARTLOWE PLAN CAMPAIGN.

IT IS KNOWN BY ITS ACHIEVEMENTS IN CIRCULATION BUILDING

Results Count

CHARLES PARTLOWE & CO

6th Floor Occidental Bldg INDIANAPOLIS IND.

features SINCE 1899

WEEKLY

Camera News, Fashion, Feature and Children's Pages; House Plans; Automobile Cartoon.

3-A-WEEK

Hints for the Motorist; Handicraft in the Home.

DAILY

Cross-word Puzzles, Dots and Cut-outs; Radio; Noozie; Fashion hints; 1 col. Comics; Portraits; Gillilan's Letters; News-Maps, also The Ad-route (house organ).

The International Syndicate

Baltimore, Md.

Among The Newspapers Publishing

Constance Talmadge's Flapper Series

Chicago Journal	Philadelphia Sun
Detroit News	Buffalo Times
Toledo Blade	Louisville Courier J'
Omaha Bee	Oakland Post Enquirer
Peoria Star Journal	Memphis News Scimitar
Newark Jersey Transcript	

Why Not Join This List of Papers

Wire for Terms and Territory

COSMOS NEWSPAPER SYNDICATE INC

Covering the World

NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert S. Houston, President and Editor-in-Chief

Myles F. Lasker, Vice-President and General Manager

HIS SIGNATURE FAKED GOVERNOR CHARGES

Florida Executive Says Real Estate Firm Forged His Name on Laudatory Letter Used in Ads—Exposed by B. B. B.

How the governor of Florida was buncoed into the use of his signature in endorsing the operations of a Florida realty corporation, has just come to light.

For some time past, in magazines, newspapers and in its sales literature, the All-Florida Realty Company, which did extensive advertising in all parts of the country and maintained offices in various cities, has included in its advertising a reproduction of the following letter, signed by Governor J. W. Martin:

STATE OF FLORIDA
Executive Department
Tallahassee

"To whom it may concern:

"I have thoroughly examined the plan of the All-Florida Realty Company and feel that their plans for acting as a clearing house for Florida real estate of all descriptions, working, as they do, through the realtors of the nation, will be a great assistance in the proper and conscientious handling of Florida real estate.

"The truth about Florida has become so well known that it is not necessary to exaggerate nor to make misstatements to develop our State.

"Your project, having the commendation of civic authorities and of the Florida League of Municipalities, speaks of your reliability and the co-operation of Florida realtors.

"I believe the All-Florida Realty Company will be a great success.

"I personally feel that this organization fills a long-felt want.

"Yours very truly,
"JOHN W. MARTIN, (Signed)
"Governor."

The Miami Better Business Bureau, through H. L. Baldensperger, its director, in an effort to ascertain the genuineness of the letter from the governor, wrote to Governor Martin and the latter, in his response, told how the endorsement had been faked. Here is his letter, published for the first time:

"I have received your favor of the 25th and in reply to same will state that the letter of mine published by the All-Florida Realty Company is a forgery.

"Some seven or eight months ago, Herman Meister, president of the All-Florida Realty Company at that time, came in the office and begged me to give him a letter, which I refused to do as I have scrupulously refrained from endorsing any private business. He goes out of the office and asks my secretary for a letter-head, which he gives him, and which he then takes over to another office and writes a letter, gets my signature off some letter written to someone on other business, pastes it over his letter and has it photographed. He admitted having done this to me when I sent for him and asked where he had gotten such a letter.

"Mr. Blain (selling agent) and his associates have been advised that this letter is a forgery, and they know it is. They promised me that they would not use it again and I thought the matter was ended; but I find that they are continuing to use it, so I have taken steps with the Realty Board at Orlando.

"I had hoped to stop the use of this forged letter without undue publicity, because it would injure the State and cause a great deal of talk, but it looks as if I am going to have to prosecute these people.

"Yours sincerely,
"JOHN W. MARTIN, (Signed)
"Governor."

Criminal charges subsequently were filed against the company.

Tennessee Publishers Organizing

Tennessee publishers and printers were to meet in Nashville, July 9, for the purpose of organizing a state press association.

Insurance Firm to Advertise

The Reliance Casualty Insurance Company, Newark, N. J., is planning an advertising campaign using New Jersey newspapers, and has appointed the World Wide Advertising Corporation, New York, to handle the account.

After New Round World Record

John Henry Mears, who went around the world in 35 days, 21 hours and 35 minutes in 1913 as a special correspondent of the *New York Sun*, will attempt a new record next September, he announced this week.

O'Brien on European Trip

Frank M. O'Brien, editorial writer for the *New York Sun*, and Mrs. O'Brien sailed for abroad this week on the S. S. George Washington.

U. P. Correspondent Jailed in Spain

Emilio Herrero, United Press correspondent in Madrid, Spain, was jailed recently apparently for sending out a dispatch contrary to censorship regulations, U. P. headquarters in New York learned this week. He was released July 6, after being held incommunicado. J. H. Furay, vice-president in charge of

foreign news, had not heard details of the arrest prior to July 8, when Editor & PUBLISHER went to press. He said he understood Herrero sent a dispatch to Bilbao to which the Spanish censors objected. The U. P. has no client newspaper there.

U. P. Man's Wife a Heroine

Mrs. Margaret Clayton, wife of William Clayton, assistant business manager of the United Press, was severely burned July 5, in saving the life of 4-year-old Myrtle Toeller of Chicago, a neighbor's child, whose flimsy dress caught fire.

Supplies and Equipment

GOSS
STEREOTYPING
MACHINERY

Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST

THE GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

The Buyers of Equipment
and Supplies read the
EDITOR & PUBLISHER

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER

Eliminates the Metal Furnace

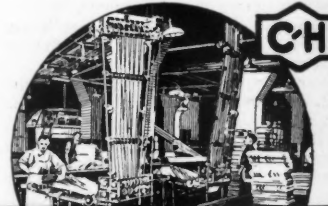
The Monomelt Co.
4509-19 Ravenswood Ave.
Chicago Illinois
World Bldg., New York City

Modern Composing Room Furniture

as made by us will speed up production and reduce costs—a real saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.



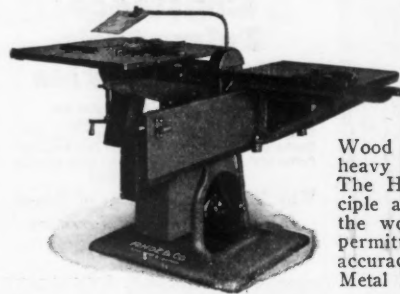
Newspaper Conveyors

take the papers in a steady stream, as fast as the presses can deliver them, up, overhead, around corners, through a ceiling or a wall to wherever they're wanted for mailing or delivery. Eliminating waste and delay by their speedy, dependable operation they are profitable equipment for papers large or small. Newspaper plants from London to Tokio have been using them for years.

Let us tell you how you can speed deliveries from your presses.

The CUTLER-HAMMER Mfg. Co.
Pioneer Mfrs. of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WISCONSIN
CUTLER-HAMMER

Hoe Combined Saw Table and Mono-Rail Trimmer



This Machine combines the advantages of the Hoe Pedestal Saw Table and the Hoe Mono-Rail Trimmer. The Trimmer is supplied with either Style "A" Cutter Head for trimming Wood Blocks or Style "B" for extra heavy cutting on Zinc or Copper. The Hoe Patented Mono-Rail principle allows the Operator to follow the work beyond the Cutter Head permitting more speed and greater accuracy in trimming Wood or Metal Blocks of varied sizes.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC., 504 Grand Street, New York, N. Y.
7 So. Dearborn Street, CHICAGO, ILL. 7 Water Street, BOSTON, MASS.

<p>DOLLAR \$ \$</p> <p>\$ \$ PULLERS</p>	<p>ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED</p>
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THE *Boston American* and *Boston Advertiser* are making their classified columns pay during the warm weather by printing a score or more names and addresses taken at random from the telephone and street directories of Boston and surrounding towns scattered through the classified ads. Persons discovering their names are rewarded with passes to Revere Beach amusements worth \$5, upon clipping the printed name and address and presenting it at the classified department of the papers.—C. L. Moody, Quincy (Mass.) *Patriot Ledger*.

When members of the newly formed realty board wanted to publish their adopted code of ethics, but were unprepared to take the money out of the treasury, the *San Luis Obispo* (Cal.) *Tribune-Telegram* made up a display page, with the code of ethics top and center, and sold the remainder of the page to individual board members.—Fremont Kutnewsky.

Here's an interesting way of increasing the volume of automobile advertising in the paper. Run a spread devoted to advertisements of used cars that sell for \$150 or under. Don't let any car be advertised on the page that sells for more than this sum. This would be an unusual stunt and would attract much attention.—Frank H. Williams.

Have you a telephone directory of 40 years ago? If you have, you can "ring up" a good page or section of extra business. Here's how! The page heading quoted below gives the idea clearly:

"OUR NAME WAS THERE NEARLY 40 YEARS AGO—IT IS THERE TODAY. On this page is shown a fac-simile copy of (Name of City) Telephone Directory of 1884. A comparison with today's Directory shows (Name of City) wonderful progress. When it is considered that the percentage of business failures average more than 7 out of 10 in each seven years, a keener appreciation by all (Name of City) can be felt for those business concerns whose names were in this telephone directory 40 years ago—and are still there today—growing stronger and more substantial with age. On this page are shown some of these pioneer houses, and you will be interested in looking them over."

Perhaps your local phone company or your public library can furnish an old directory—40, 30 or even 20 years ago will do. Lay out a strong page of this sort and sound out your pioneer business firms. They will no doubt take pride in their ability to advertise in such a page or section.—George C. Marcle, Ogdensburg (N. Y.) *Republican-Journal*.

A checking form is put to good use among the rural readers of an Indiana newspaper. This checking form is mailed occasionally to scattered rural readers

COMPLETE WIRE REPORTS
FOR EVENING AND SUNDAY
PAPERS

**International
News Service**

"Get It FIRST but First Get It
RIGHT"

63 Park Row
NEW YORK CITY

and contains the following questions: Is delivery service satisfactory? What do you like best in the *Star*? Is there any feature you would like to have the *Star* obtain? Has there been any dissatisfaction on your part with anything contained in the *Star*? Are there any important markets we are overlooking? What can we do to make you like us better? Naturally, all of the suggestions are not practical, but the answers give the newspaper some valuable tips.—B. A. T.

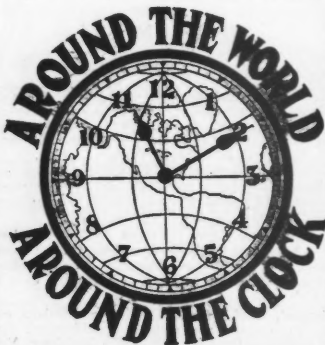
<p>HUNCHES</p>	<p>ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED</p>
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A CONTEST in which amateur reporters are competing to turn in the largest amount of personals and other news items is being conducted by the *Wakefield* (Mass.) *Daily Item*. Prizes are given for the weekly winners, with a grand prize to be awarded for the season. The *Item* declares the contest has been an unqualified success. It hoped to obtain a column of personals a day, but the results have far exceeded expectations, from three to four columns having been received daily the past few weeks. This is a contest which would be productive of good results in any town, especially a summer resort.—C. L. Moody.

In the rush of wire news the interest-compelling power of old timers' reminiscences is too often forgotten. Much of the history of every community is left reposing in the heads of elderly folks who would gladly respond to a reporter's intelligent questioning. How did your town arrive at its present status? Who fought for the first street paving? Who put in the first water supply? Who showed faith in the community's future when there was no tangible evidence of the spark of progress? Pictures, of course, would improve the stories.—Fremont Kutnewsky, California.

"Our Little Readers at Home," weekly feature on the children's page, is a circulation asset of the *London Daily Chronicle*. Each week a small head of a boy or girl is run with a few words of description, dealing with pets, games, and so on. Children are invited to send

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

Few Communists in Printing Trade

During a raid on the headquarters of the Communist Party of Great Britain in October last year the police seized among other papers, an unsigned typed document giving a list of factory groups or nuclei, which has now been printed in the "Communists Papers" issued by the Home Office. This included the names of three London printing houses, which it is stated have 17 Communist members among their 4,500 workers, while "various printing shops" have 12 Communists among 5,000 workers. The full figures show that there are, few Communists in London printing trade.

International Raises Stock Rate

After an interlude of 27 years, the International Paper Company this week placed its common stock on an annual \$2 dividend basis. The last dividend paid on the old \$100 par common was \$1 in 1899. Stockholders of record Aug. 4 will receive a quarterly dividend of 50 cents on Aug. 15.

in their photos with facts about themselves, and it is stated that the first to be taken from its envelope each Tuesday morning is published.—G. F. Wilkinson, London.

"The site of the first . . ." Get pictures of the sites of the first house, store, bank, church, school, etc., and run them in a series for your readers.—B. A. T., Springfield, Ohio.

So many newspapers throughout the country have radio stations that one idea now being used by the *Worcester*

Briggs' Feature Pages

Now while you are in the midst of your campaign to break previous lineage records, let us show you how we can increase your local lineage from 50,000 to 250,000 lines during the coming six months of this year.

We create NEW business from those who do not advertise regularly—manufacturers, industrial plants, wholesalers, jobbers and others without selling expense to you. WRITE

THOS. W.
BRIGGS CO.
COLUMBIAN MUTUAL TOWER
MEMPHIS • • TENN.

How To Play GOLF

By JOHNNY FARRELL
Famous Teacher of That Game

24 LESSONS

Illustrated

For release daily

KING FEATURES
SYNDICATE, Inc.
New York City

(Mass.) *Telegram* might be of value. Under a box head, "Today's Best Radio Letters," the most interesting comments of radio listeners are given. The names of fans from great distances as well as local names are of interest.—R.B.S.

Departments which are run regularly as a permanent part of the paper are likely to smack of similarity unless they are brightened up occasionally, with some new cut as a heading. Changing a column cut that heads an old department from time to time, gives to the department renewed life and vigor, and attracts new readers.—C.M.L., Seattle, Wash.

A full column of summarized news in six-point type has been found attractive for use in the same place each night either single or double column headed "Just a Moment." The feature proved such a hit that hundreds of protests were received when it was left out on one occasion. None of the items are longer than 12 words.—James D. O'Neil, Schenectady (N. Y.) *Union Star*.

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



SMART AND SNAPPY!

SOU TO LOU

By CLARENCE GETTIER

Flapper chatter and peppy
figures—furnished in
6 and 7 column
strip form

The Bell Syndicate, Inc.
JOHN N. WHEELER, Pres.
154 Nassau St. New York City

"Such a Life"

By J. L. LEIBSON

A new comic dialect
dialogue without a sting
to any race. Weekly
doses of laughter in

One Thousand Word
Stories

Illustrated by the well
known artist

ALBERT LEVERING

The McClure Newspaper Syndicate
373 Fourth Avenue, New York

