



# EDITOR & PUBLISHER



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No. 5

## International Advertising Association Is New Name Adopted For A. A. C. W.

Large Attendance at Many Brilliant Ceremonies—Woodbridge Reelected and Denver Next Meeting Place—New Officers Elected and Annual Session Voted a Success



The convention opens! The photograph shows a part of the huge assemblage of advertising men and women gathered in the auditorium of the Sesqui-Centennial exposition, Philadelphia, for the opening session of the Associated Advertising Clubs of the World.

ASSOCIATED Advertising Clubs of the World passed to the list of abandoned titles Thursday afternoon when the Philadelphia convention sitting at the University of Pennsylvania formally ratified the change in name to International Advertising Association, as recommended to the convention by the Joint Assembly, which also passed out of existence as a result of its legislation to reorganize the world advertising body.

C. King Woodbridge of New York was reelected president by unanimous vote, his nomination being moved by Don Gilman of San Francisco and John W. Longnecker of Hartford, Conn., before the Joint Assembly, in which was formerly vested the power to name officers.

Rowe Stewart, general manager of the *Philadelphia Record*, was elected secretary of the I. A. A. He is the first newspaper man to hold this office in the international association, and his election was recognized as due in part to the long-continued demand of the daily press for a more active part in the management of the association. Mr. Stewart was president of the A. A. C. W. in 1920-1921, taking the office after Charles E. Otis of Cleveland declined to serve although duly elected.

Francis H. Sisson, vice-president of the Guaranty Trust Company, New York, was named treasurer. The office of secretary-treasurer has been held for several years by Jesse H. Neal, executive secretary, of the Associated Business Papers, Inc., who found his private duties too pressing to permit his continuance in the advertising association office. He placed Messrs. Stewart and Sisson in nomination.

Denver, Colo., was selected as the meeting place for 1927, after several other cities, including Washington, D. C., had asked the privilege of entertaining the next convention.

The name of the National Advertising Commission was changed by dropping the "National," in recognition of the more intense international scope planned for the association under the new regime.

It was voted to admit to membership on the Advertising Commission three representatives or the National Better Business Bureau, three from the sustaining members, three from the women's clubs, and one from each district of the affiliated advertising clubs. The joint assembly delegated its functions to the enlarged commission.

Lou E. Holland, of Kansas City, past president of the A. A. C. W. and president of the National Better Business

Bureau, was elected to membership on the I. A. A. executive committee.

Dues paid to the international body by members of affiliated clubs will be from \$1.50 to \$2 per year.

The executive committee was authorized to continue publication of *Associated Advertising*, official organ, or to substitute bulletins to the presidents of affiliated clubs and other executives of the advertising movement.

Jesse H. Neal, secretary-treasurer, reported that the number of clubs in the association had been reduced from 314 to 253 during the past year, due to house cleaning conducted by headquarters. A number of clubs enlisted in the association under the Neosho plan several years ago, were eliminated for non-payment of dues. Number of members, however, dropped only from 26,603 to 25,747. Income for the year was \$80,125 and expenses were \$117,959, a deficit of \$37,834.

The cash balance remaining from 1925 was \$38,892. Audit of the associations records showed assets to exceed liabilities by \$3,000. Mr. Neal and President Woodbridge pointed out that drastic economies had been enforced during the year and that the association had lived within its budget by \$15,000. Mr. Neal, who retired after 4 years' service as secretary-treasurer and 16 years in ac-

tion work for the Association, received from President Woodbridge on behalf of his friends in the directorate a gold watch. Earl Pearson, general manager, received a gift from H. H. Charles, chairman of the program committee, in recognition of his labors in behalf of the committee. Mr. Pearson was also highly praised by Mr. Woodbridge.

The only resolution adopted by the convention was one of appreciation for the hospitality extended by Philadelphia and its representatives, officials and of the advertising fraternity. Mrs. E. F. Lawson, smilingly telling the assembly that "Philadelphia had killed the visitors with kindness," gave pure Damask British tablecloths to Mrs. Woodbridge and to Mrs. Kendrick, wife of the Mayor; and handkerchiefs to Mrs. Charles, Mrs. Patten, Mrs. Stewart, Mrs. Stinson and Mrs. Story.

\* Members of the executive committee were elected as follows:

By the sustaining members, E. T. Meredith, Des Moines, Ia.; by the Advertising Commission, W. Frank McClure, Chicago; Federation of Women's Clubs, Mrs. Bernice Blackwood, Chicago; by the Board of Presidents, Charles Brooke, president of the Detroit Ad Craft Club; retiring president, Lou E. Holland, Kansas City.

## HEARST COUNSEL POLLS A. P. MEMBERS ON BOND HOLDING ISSUE

President Noyes Replies That Executive Committee is Considering Reorganization Suggestions—Hearst Willing to Yield Holdings to Effect Equitable Control

THAT there is a movement to reorganize the bond-holding feature of the Associated Press was revealed this week. Frank B. Noyes, publisher of the *Washington Star* and A. P. president, in a letter addressed to John Francis Neylan, counsel for William Randolph Hearst, replied to a letter which Mr. Neylan recently broadcast to the Associated Press membership on the subject. Mr. Neylan's letter follows:

"At the recent annual meeting of the Associated Press some interesting matters were developed, particularly during the debate on the question of the admission to membership of the *Rochester Times Union*.

"I noted that Mr. Adolph Ochs, of the *New York Times*, stressed the fact that a small percentage of the membership of the Associated Press was entitled to cast 40 votes each on the question of election of directors, these members being the holders of the Associated Press bonds.

"In this connection Mr. Ochs pointed out that by virtue of his ownership of 15 memberships, Mr. Hearst could cast 640 votes at a directorship election.

"I also noted that Mr. Ochs and other advocates of the admission of the *Rochester Times Union* dwelt upon the fact that only 208 members of the Associated Press held the protest right while more than 1,000 members enjoyed no such privilege.

"The facts developed by these gentlemen convinced me that the situation was inequitable.

"Subsequently I discussed these matters with Mr. Hearst personally and I think you will be interested to learn that he expressed himself immediately as being agreeable to any amendments or modifications which would rectify the present situation.

"He pointed out first in relation to the matter of extra votes on the election of directors that he was perfectly willing to join with the other bondholders and surrender any part or all of the extra votes which attach to his memberships. In other words, if the majority of the members desire that all of the members shall stand on a parity as to voting power on the election of directors, this will be perfectly agreeable to Mr. Hearst and he will be glad to join with the other bondholders in according this right to the non-bondholder members.

"I may state that while there might be some legal question as to the propriety of depriving the bondholders of the extra votes unless the bonds were redeemed, there is no question that the by-laws can be amended legally to accord to every member 40 votes for each membership on the election of directors. In other words, deprive the bondholders of nothing but accord equal voting power to the non-bondholder members.

"In relation to the protest right: Mr. Hearst expresses himself very decidedly in favor of according this right to every member of the Associated Press who has been a member in good standing for a period, say of one to five years.

"He points out that by service of the Associated Press and observance of its obligations a member contributes his share proportionately to the success of the enterprise as a whole. He points out further that an Associated Press membership has a very definite value and that he is perfectly willing to take any steps necessary to protect the value of the small paper's membership.

"Mr. Hearst holds the view that the exclusiveness of the membership is just as important to a small prop-

erty as it is to a large one and he is perfectly willing to accord to all his fellow members in the Associated Press the same protection for their rights as he asks for his own.

"To sum up the situation, therefore, Mr. Hearst does not ask that any member or group of members of the Associated Press shall enjoy or continue to enjoy any privilege or pro-

the following letter to Mr. Neylan:

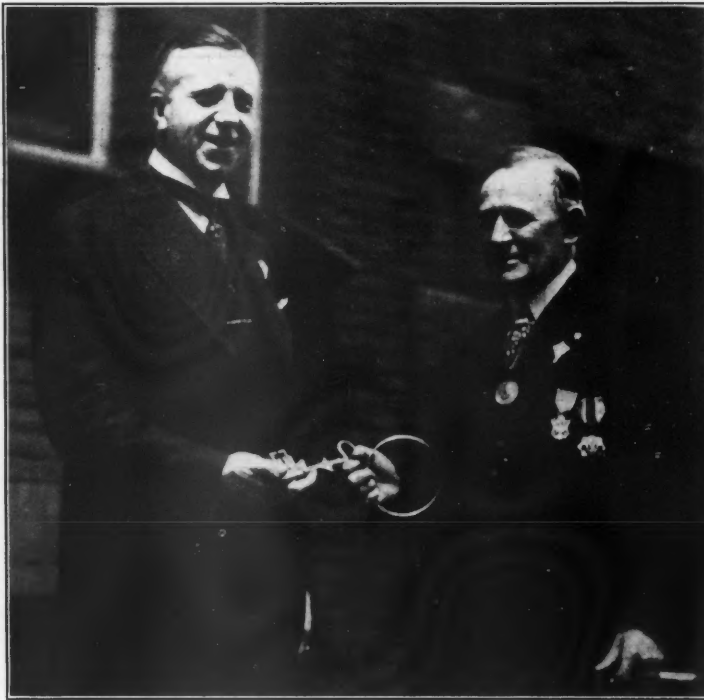
"I have your circular letter regarding the bond question in the Associated Press.

"The Executive Committee of the Associated Press some weeks ago authorized the appointment of a committee to study this question in its different aspects and report to the Board at the October meeting.

"Among the suggestions that have been made is one involving a voluntary reduction in the present holdings and then offering such released bonds together with the unissued ones to members not now holding bonds in proportion to the assessments of such members.

"I am glad to know from your letter that Mr. Hearst is willing to join with the other bondholders and

## A. A. C. W. CHIEF RECEIVING SESQUI KEY



Photograph shows C. K. Woodbridge, president of the A.A.C.W., receiving from Franklin Bache Huntington, a descendant of Benjamin Franklin, the key to the Sesqui-Centennial exposition in Philadelphia, Monday.

tection not accorded to all members, and in spite of the fact that he has paid large sums for memberships because these special privileges have attached, he is perfectly willing in view of the equities of the situation to surrender these special privileges.

"As you undoubtedly know, Mr. Hearst has a larger amount of money invested in Associated Press memberships than any other member, and of course he is vitally concerned from the standpoint of intelligent selfishness—if from no other—in the protection of his investment.

"I am writing you the above frankly because of the fact which was evident to me at the recent convention that an impression was abroad or was sought to be created that Mr. Hearst desired to enjoy with other minority members of the Associated Press some special privileges.

"I would be very grateful if you would let me have your views on this matter with the idea in mind that if it is the wish of the majority of the Associated Press members to place all members on a parity, such a step can be undertaken in an orderly and proper manner and we can all join intelligently in working for the best interests of the organization.

"Very sincerely yours,  
"Counsel for William Randolph Hearst."  
In response to this communication President Noyes, on June 10, addressed

surrender any part or all of the extra votes which attach to his memberships."

The executive committee of the Associated Press held its regular monthly meeting at New York headquarters, June 23. Those attending included Frank B. Noyes, *Washington Star*, A. P. president; Adolph S. Ochs, *New York Times*; Clark Howell, *Atlanta Constitution*; Elbert H. Baker, *Cleveland Plain Dealer*; E. Lansing Ray, *St. Louis Globe Democrat*, and Robert McLean, *Philadelphia Bulletin*.

## M. E. FOSTER RETIRES

MARCELLUS E. FOSTER has sold his interest in the *Houston (Tex.) Chronicle* to Jesse H. Jones, and he informed EDITOR & PUBLISHER this week he will retire from active management and devote his time hereafter "Mainly to writing, playing and traveling."

Mr. Jones will be the new president and controlling head of the *Chronicle*.

Mr. Foster has established a national reputation for himself as "the fighting Texas editor." His most stirring fight was waged against the Klu Klux Klan.

## PAUL BLOCK BUYS THE TOLEDO BLADE

Purchases Complete Control from Barton Smith—Now Owns Newark, Memphis, Duluth and Lancaster Dailies

Paul Block, president of Paul Block, Inc., newspaper representatives, New York, has purchased the *Toledo (O.) Blade*, one of the oldest and most successful newspapers in the Middle West. The deal completed this week makes Mr. Block, who has been associated with the *Blade* for a number of years, sole owner of the property. The paper has been under the control of Barton Smith, who has been president and general counsel for the paper as well as trustee for all the stock.

Owners of the *Toledo Blade* Company, according to the April government statement were: Charles Locke, Dover Foxcroft, Me.; Mabel D. Locke, Brookline, Mass.; Barton Smith, of Toledo as trustee under the last will and testament of Martha H. Locke, who designated besides Charles and Mabel Locke the following heirs: Martha Elizabeth Locke Huntington, Camp Devens, Mass.; Dorathea Renee Locke Murray, Brighton, Mass.; Martha Louise Locke, Beverly Hills, Calif.; Maurice Allen, San Diego, Calif.; as executor of the last will of Robinson Locke; Robinson Carr Locke, Pasadena, Calif.; Edmund Locke, Jr., Beverly Hills, Calif.

Mr. Block, the new owner, is also president and publisher of the *Newark (N. J.) Star-Eagle*, the *Duluth (Minn.) Herald*, the *Memphis (Tenn.) News Scimitar* and the *Lancaster (Pa.) New Era*.

As the head of Paul Block, Inc., Mr. Block with 30 associates, represents some of the leading newspapers of the country in the national advertising field, including the *Rochester (N. Y.) Democrat & Chronicle*, the *Washington (D. C.) Post*, *Syracuse (N. Y.) Post Standard*, *Worcester (Mass.) Telegram & Gazette*, *Manchester (N. H.) Union Leader*, *Scranton (Pa.) Republican*, *Topeka (Kan.) State Journal* and others.

For more than 30 years, Mr. Block has represented newspapers in New York, and is widely known throughout the field. He has always been closely associated with everything pertaining to the advertising and publishing business, and has consistently co-operated in the work of the Associated Advertising Clubs of the World, and the Advertising Club of New York, of which he is a charter member.

Paul Block, Inc., maintains offices in Boston, Philadelphia, Detroit, and Chicago as well as New York.

## NORTH CAROLINA PRESS MEETS

President James W. Atkins Presides at Hickory Convention

The North Carolina Press Association met in Hickory, N. C., Monday, Tuesday and Wednesday of last week for the midsummer convention. James W. Atkins, of Gastonia, president, and Miss Beatrice Cobb, of Morganton, secretary, were in charge.

Dr. Forrest J. Prettyman, chaplain of the senate during the Wilson administration, delivered an address on the first night of the convention on "The Newspaper and its Relation to the Public Peace." The fraternity was welcomed to Hickory on that evening by W. A. Sell, local lawyer.

Tuesday was devoted to the business of the association. Tuesday evening the *Hickory Record* was host at a banquet. Addresses were made by Thomas Dixon, author and playwright, and Judge Francis W. Winston.

On Wednesday the members took a trip to Blowing Rock.

A tea was given in honor of the ladies of the convention on the second day at the country club.

# A. N. A. E. ADOPTS NEW MERCHANDISING RULES

Committee Appointed to Request Mat Services to Clean Up Their Typography—Agencies Asked to Improve Matrices—Frank T. Carroll Re-elected President for Third Term

REVISED standards of merchandising practice were adopted at the closing session of the Association of Newspaper Advertising Executives in Philadelphia Wednesday. They state in more definite form and bring into conformity with present-day practice the standards originally proposed in 1920 and reaffirmed at the 1922 meeting of the association, and according to Louis Hill, chairman of the committee which presented the code, they represent the results of a detailed investigation among national advertisers and advertising agencies. The text of the new code appears in a box on this page.

Frank T. Carroll, advertising manager of the *Indianapolis News*, received his third re-election as president of the association, and William E. Donahue, of the *Chicago Tribune*, was returned as vice-president. Two honorary vice-presidencies were created, the offices going to Lieut. Col. Edward F. Lawson of the *London Daily Telegraph*, and Dr. Marcel Knecht, general secretary of *Le Matin*, Paris, both of whom addressed the meeting.

New directors were re-elected as follows: A. L. Shuman, *Fort Worth Star-Telegram* and *Record-Telegram*; H. S. Conlon, *Grand Rapids Press*; W. F. Rogers, *Boston Transcript*; Frank E. Tripp, general manager of the *Gannett Newspapers*, Elmira, N. Y.; J. K. Groom, national advertising manager of the *Aurora Beacon-News*, *Elgin Courier-News*, and *Joliet Herald-News*; Irving R. Smith, *Los Angeles Times*; John F. Tims, Jr., *New Orleans Times-Picayune*; and Mr. Donahue.

A vote of thanks was tendered to Don Bridge, national advertising manager of the *Indianapolis News* and secretary-treasurer of the association for his abundant and intelligent work during his three years in that office. He will again serve during the coming year.

In addition to adopting the new merchandising code, the association approved three resolutions, the gist of which follow:

1. Authorizing the appointment of a committee to ask mat and cut services to local advertisers to clean up their typography, eliminating so far as possible reverse plates and black cuts and borders.
2. Expressing the association's appreciation of the courtesies extended by Gov. Gifford Pinchot, Mayor W. Freeland Kendrick, newspapers, business and civic clubs of Philadelphia.
3. Requesting advertising agencies to supply matrices of good quality to end the complaints from advertisers and newspapers of poor reproduction.

The A. L. Shuman trophy offered for the best success story of a newspaper advertising campaign was awarded to Mr. Tripp, who offered the story of a campaign carried in the *Elmira Star-Gazette* since 1923 by neighborhood grocers to offset the competition of the chain grocery stores. Mr. Tripp's story appears in full on page 8 of this issue.

Addresses were made at the closing sessions by Dr. Knecht and Col. Lawson. Dr. Knecht and Leon Renier, Jr., director of Agence Havas, were introduced to the newspaper men by James W. Brown, publisher of *EDITOR & PUBLISHER*, as the representatives of the French press at the advertising convention. Their appearance on the platform evoked applause that continued for several minutes.

Dr. Knecht, in his address, said that the lack of acquaintance between French and American newspaper men was due to faults on both sides of the Atlantic. He attributed it largely to the individualism of the French, who, unlike their American colleagues, have no liking for conventions. He spoke hopefully of changing this attitude of aloofness and bring about a closer rapprochement between the newspaper editors and business executives of France

and the United States. The press in both countries, he averred, is the mightiest force in political and industrial life, and especially so in France, where, he said, it was the only continuing everlasting force. The 15 great newspaper proprietors of France, he said, were virtually kings.

Since his return to France from the United States in 1922, Dr. Knecht said, he had been working ceaselessly to bring the French press to realize the import-

poorly equipped underling and advertising had little standing as a source of newspaper revenue. Today, he said, the advertising manager of 1914 is in many cases the general manager, in complete charge of the newspaper including the editorial staff.

Col. Lawson described practices of London journalism and answered a score of questions that were popped at him from all corners of the room. He also told some interesting and hitherto unrelated

advertising space that one advertiser offered £1,000 for a single 22-inch column in the *British Gazette*, the government newspaper. The *Daily Mail's* rate for its 1,800,000 circulation, he said, is £1,500 for a seven-column page. The advertiser's offer was at the rate of \$35,000 per page.

Another testimony of what people do when they are deprived of newspaper advertising was offered by Col. Lawson's statement that the *Daily Telegraph*, his



A.N.A.E. group snapped at Philadelphia convention. Left to right: John Riegel, office of Dan A. Carroll, New York; *Philadelphia Public Ledger* reporter; Frank E. Tripp, Gannett Newspapers; Carl Slane, publisher, *Peoria (Ill.) Journal-Transcript*; Don Bridge, *Indianapolis News*; H. C. Carpenter, national advertising manager, *Lancaster (Pa.) Intelligencer & News-Journal*; L. S. Belville, *Winona (Minn.) Republican-Herald*; H. J. Depuy, *Danbury, (Conn.) News*; and Frank T. Carroll, *Indianapolis News* and A.N.A.E. president talking with Arthur Robb, managing editor, *Editor & Publisher*.

ance of cultivating the friendship of the American newspapers as a path to the sympathy of the American public. His present visit is a part of the plan to make French publishers and manufacturers see the possibilities afforded them by the great American market and to interest Americans in French thought and French products. So far no great tangible results are visible, but he believes that his next visit in October of this year will see the beginnings of closer trade relations.

The French press, he said, had undergone a great change since the war. Prior to 1914 the editor and the managing editor were the all-powerful rulers of French journalism. The advertising solicitor was as a rule a poorly paid and

anecdotes of the recent British strike.

The first actual hold-up of the press in connection with the strike occurred, he said, not in the *Daily Mail* pressroom, but in another paper, which was carrying a Government advertisement appealing for the enlistment of special constables. The pressmen objected to the copy, but a break was averted when the management withdrew the copy, wrongly, in the opinion of Col. Lawson, who spoke strongly against interference with the conduct of a newspaper by irresponsible employees.

The general suspension of London dailies and the absence of advertising in the emergency editions brought about an unparalleled situation in the city's trade, he said. So great was the hunger for

own newspaper, which sells for 2 pence and carries a maximum of 24 pages, printed 3,300 individual advertisements in its first normal edition after the strike. It is one of the two great classified media of London.

President Woodbridge of the A. A. C. W. addressed the Wednesday morning session. He praised highly the association's response, through award of the Shuman trophy, to his request at Houston last year for more stories of successful advertising and urged the newspaper men to give their full support to the greater body when it is reorganized as the International Advertising Association. He said that the officers of the mother association had recognized the importance of the press to its prosperous existence in the nomination of Rowe Stuart, general manager of the *Philadelphia Record*, to be secretary of the I. A. A.

As usual, the newspaper men had so much to talk about that the time allotted them by the A. A. C. W. program committee proved inadequate and several "outlaw" sessions were conducted. The Monday morning session was largely spent in getting organized, but the afternoon session followed the schedule to the dot. And whatever may be said of other groups and of the general sessions regarding morning drowsiness, it won't be true if applied to the newspaper meetings, which are called to start at nine a. m. and are ready to start several minutes ahead of time.

Walter G. Bryan, president of the Walter G. Bryan Organization, of New York, discussed "Newspaper Efficiency," defining an efficient newspaper as "one which eliminates the things which interfere and energetically and enthusiastically plans its work and works its plan."

B. T. McCanna, manager of publicity of the *Chicago Tribune*, outlined the *Tribune's* many public service enterprises and demonstrated the goodwill that accrued to the newspaper through them.

L. E. McGivena, manager of publicity for the *New York Daily News*, and known to buyers and sellers of advertising as the author of the "Sell it to

(Continued on page 48)

## NEW A.N.A.E. MERCHANDISING STANDARDS

**FOLLOWING** are the revised standards of merchandising practice adopted by the Association of Newspaper Advertising Executives at their Philadelphia convention this week:

It is the opinion of the members of the Association of Newspaper Advertising Executives, as based upon the results of a detailed investigation conducted among national advertisers and advertising agencies, that the common interests of national advertisers, advertising agencies and newspapers will be served best if the merchandising service policies of newspapers are based upon the following general principles:

1. Since the cost of merchandising service is a part of a newspaper's overhead, the publication should confine its activities and advertisers should limit their requests to those functions that the newspaper can perform cheaper or more efficiently than the advertiser or his agency can do them; all functions that the advertiser or the advertising agency can handle to better advantage should be eliminated as economically unsound.

2. The newspaper should tell the advertiser or advertising agency what service will or will not be given; the buyer of space should be satisfied if he secures all of the service that is available to any other advertiser under similar circumstances.

3. Newspapers should give honest and efficient service when it is promised and employ men who are capable of providing it.

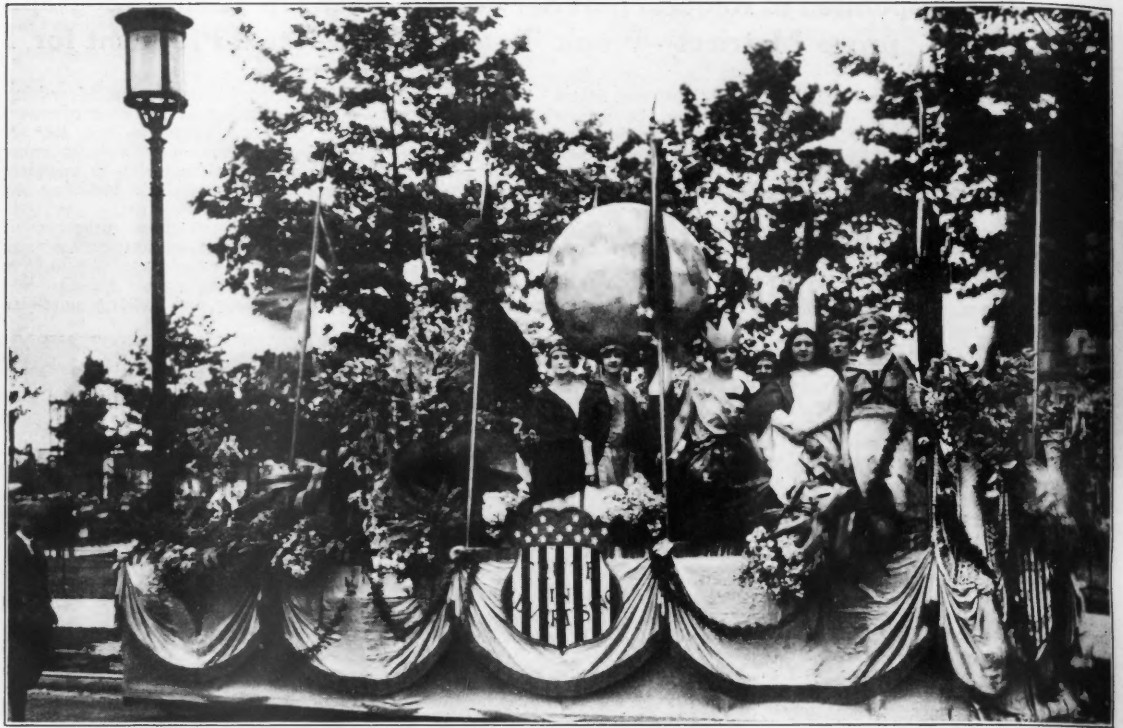
4. Merchandising service which has definitely established its practical value to national advertisers and advertising agencies should not be used by the newspapers as the principal sales argument in soliciting national advertising.

5. Service should not be given to the new advertiser that is not available to the old customers; neither should service be given to the advertiser who is hard to sell if the same service is not available to the regular advertiser.

## SCENES AND FIGURES IN WEEK'S WHIRL OF EVENTS



Benjamin Bache Huntingdon, great-great-grandson of Benjamin Franklin in Poor Richard Club section of A. A. C. W. pageant



One of the most attractive floats in the A.A.C.W. parade in Philadelphia, Monday, was that shown above designed by the Federation of Women's Advertising Clubs. Those enacting the tableau are members of the Federation.



Above is the Baltimore float in the A.A.C.W. parade held in Philadelphia, Monday.



Photograph shows a group of French journalists, delegates to the A.A.C.W. Philadelphia convention who called on President Coolidge at the White House, Monday. They are (left to right): Marcel Knecht, general secretary of *Le Matin*, Paris; Leon Renier, vice-president of the Havas News Agency; and Robert Remy, American correspondent for the Havas Agency.

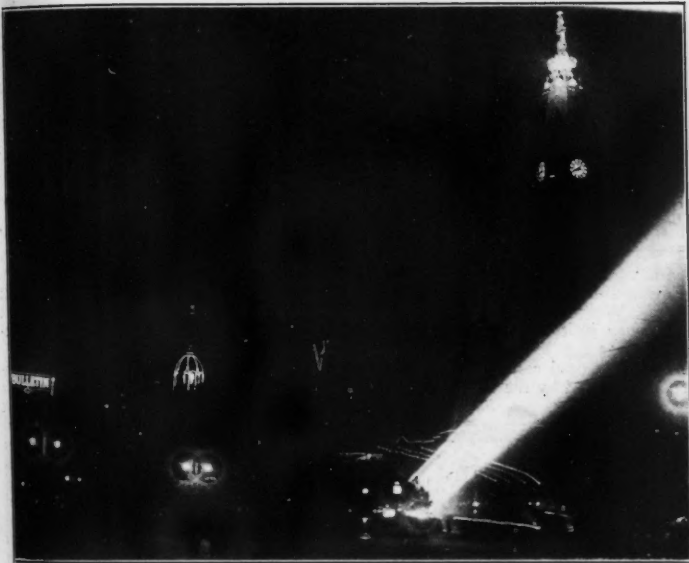
### COLORFUL PAGEANTRY AT ADVERTISING CONVENTION



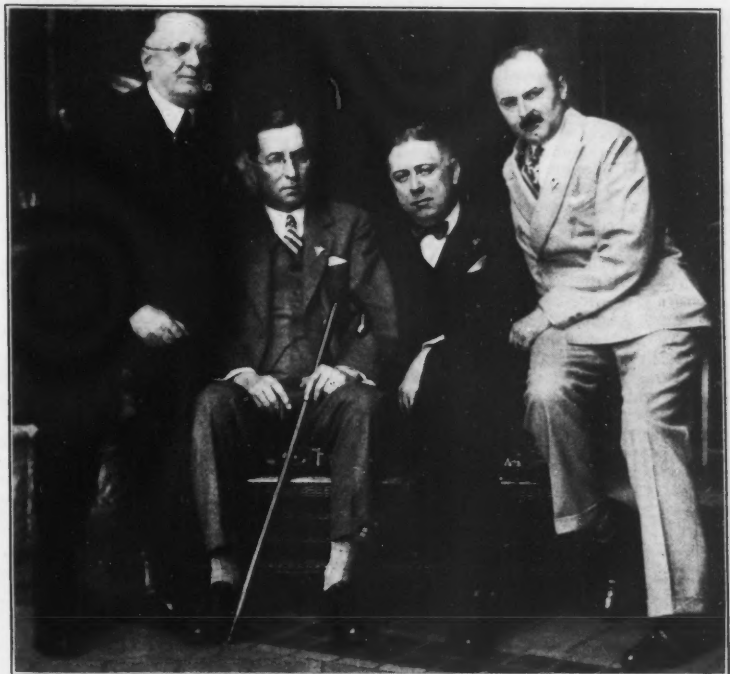
Philadelphia organizations joined with advertising men and women in staging a parade through the principal streets of the city, Monday, opening day of the A.A.C.W. convention. The photograph shows the Poor Richard Club of Philadelphia dressed in Benjamin Franklin costumes and carrying loaves of bread.



Joan of Arc, of the Kline Club, winner of the silver cup in the A.A.C.W. parade held in Philadelphia, Monday



Searchlight illuminating City Hall area—In the background is William Penn's famous statue atop the City Hall.



The photograph shows (left to right): H. R. Swartz, president of R. Hoe & Co., and treasurer, New York Advertising Club; Gil Hodges, *New York Sun*; C. C. Green, president, New York Advertising Club; and Clifton Jackson, secretary, snapped at the Philadelphia A. A. C. W. convention.



In the front row (left to right), is Mayor and Mrs. W. F. Kendrick of Philadelphia, "Benjamin Franklin," H. Innes and Howard C. Story of the Poor Richard Club. Mayor and Mrs. Kendrick with "Franklin" acted as hosts to the thousands attending the A.A.C.W. convention in Philadelphia this week.



Left to right—Sheldon R. Coons, advertising sales director of Gimbel Bros.; Adam L. Gimbel, of Saks, New York City; Paul M. Mazur, of Lichtman Bros., New York City.

# HOW ADVERTISING SAVED ELMIRA GROCERS

## Story of a Three-Year-Old Campaign, Which Won A. N. A. E. Prize Cup, of Successful Fight for Life Won for Small Stores Against Chains by Newspapers

By FRANK E. TRIPP  
General Manager Gannett Newspapers

Mr. Tripp's account of the campaign won the cup donated by A. L. Shuman, Ft. Worth Star Telegram and Record-Telegram, for the best idea for development of local advertising submitted to the meeting of the Association of Newspaper Advertising Executives. Stories which won honorable mention will appear in subsequent issues.

IN March, 1923, the independent retail grocers of Elmira, N. Y., had reached a panicky situation as the result of constant inroads being made in their business by chain food stores.

Unable to compete with the prices offered by the chain store, slowly, the scattered independent grocers were seeing their business disappear and at a meeting of the Retail Grocers Association which the writer attended he heard several of them frankly state that they were at the point of closing stores which had been in existence as long as twenty years.

This meeting, back in 1923, was called to discover if there were some means which would save the independent grocer. The writer at that time was advertising manager of the *Elmira Star-Gazette*. He was invited to the meeting to discuss the advertising phase of their problem. Of the fifty or more independent grocers present only three of them had ever advertised and their advertising was decreasing in results because of the price competition of the chain store advertising.

The grocers laid their cards flat on the table and frankly admitted that they were in trouble, that they saw no means of competing with the low price situation. A chain food store had been established in the neighborhood of every one of them. The independent grocer was carrying the slow credit customer and furnishing the whole neighborhood with perishable foods and the chain store was walking away with the big volume and all the cash business.

Present at the meeting was the manager of the Elmira Wholesale Grocery Company, a wholesale house which had been established and was owned by independent grocers. This institution also was about discouraged.

Analysis of the situation proved it to be entirely a price problem. Out of the discussion, which lasted into the small hours of the morning, grew the now famous Elmira system of "Serv-U Save-U Grocers," who today are the most progressive and most prosperous food dealers in the city.

As the result of that meeting the *Elmira Star-Gazette* has carried since the first week in April 1923 a full page of food advertising every Thursday for this group of grocers, samples of which are attached. As the result of this activity on the part of these grocers other food advertisers doubled their space and non-advertisers jumped into the newspaper. The food linage of the *Elmira Star-Gazette* in a city of 50,000 people in 1925 was 700,000 lines, nearly double the food linage carried in the best year prior to 1923. Food linage in Elmira is second only to department stores. (In a gross business of 7,500,000 lines.)

The smallest linage used by the "Serv-U Save-U Grocers" in any one year since they started was 120,000 lines.

But the greatest value to the *Star-Gazette* has been that the 28 leading independent grocers in the city, each the leading grocer in a distinction neighborhood, have become so sold on newspaper advertising that no food salesman can place his goods on the shelves of Elmira's leading grocers without backing his line with newspaper advertising. These men show no interest whatever in the magazine pages and various other forms of advertising, but insist on newspaper support. It has resulted in a complete tie-up in the food situation in the columns of the *Star-Gazette*. No food salesman can be in Elmira an hour hardly before the *Star-Gazette* knows he is working there.

In the twenty-five years' contact with various newspapers the writer has never seen a piece of advertising which presents such far reaching value to a publication as this one, nor which automatically supplies such a secure and constant stream of linage. Solicitation of

they should use full pages, feature the specials at the low prices and fill the rest of the page with attractive items shaded as low as they could and still represent a profit. It was a tough job to sell these small merchants on this idea. If they were going to be forced out of business, they knew no reason why they shouldn't quit with their present loss, rather than increase it. Finally they agreed to try it for three weeks, but not until the manager of the wholesale house, operated by them, agreed to sell them the specials at his actual cost. The result was that the specials flashed out a cent or two under the prices quoted by the chain stores. Nobody made any profit on them. In fact the wholesale house lost the handling cost, but the effect was magical.

Almost from the very hour that the first full page carrying the specials and other items appeared every one of these stores began to see results. Two of the items advertised on the first night were sold out in every store in a few hours.

For the first few weeks the sales continued almost exclusively on the special items and the grocers were inclined to be discouraged, but gradually the trend of business into their stores of old customers who had left them and new faces they had never seen began to work its way into their general line and by the end of three months there was a waiting list of other grocers anxious to join the plan. Today the grocers who are members of the "Serv-U Save-U Grocers" value their membership as highly as the newspaper values its A. P. franchise.

The wholesale reduction has continued through the years. Each week their own wholesale house, which now is in a healthy condition, delivers its specials at cost. But today these grocers are not dependent entirely upon their own wholesale house for these features.

Every wholesale house in the community is glad to serve them on this same basis. Today they each week ask for bids from the wholesalers on special items which they wish to offer. The low bidder gets the order and the result is they are able to offer prices on all standard food lines, including all canned and package goods and even potatoes and flour at prices as low and often much lower than the forty odd chain stores with which they compete.

Very frequently manufacturers of standard lines arrange with them direct for specials. Prominent among these are such goods as Shredded Wheat, Royal Gellatin, Kirkman Soap, Oxhart Products, Harris Extracts and a long list which might be named. They have also established their own brand of flour which they call Old Home Flour, manufactured by one of the largest milling companies in the country. They have their own brand of coffee, oleo, etc.

In short, they have established themselves into a chain store organization of their own, although each is an independent dealer. They have not even incorporated. They have a committee which meets every Monday and arranges all of the items and the prices. No participating grocer can change the decision of this committee. He must sell at the price given him and he must have the goods in stock.

Elmira was the pioneer of this idea which now is operating in modified forms in many cities throughout the country. The president of the "Serv-U Save-U Grocers" makes an average of a speech a month on the success in Elmira before the grocers of some other city. Syracuse was the first to copy the plan and now it may be found in almost every state in the Union.

The outstanding feature of it all is that every man among them frankly admits that it was the newspaper advertising which made the plan succeed and never has there been a suggestion that the advertising be curtailed.



Frank E. Tripp, Gannett newspapers, receiving the A. L. Shuman Cup from President Frank T. Carroll, after Tuesday's meeting of the A. N. A. E.

food linage in Elmira has almost ceased the last three years, so automatically has the business rolled in.

Because we expect to be asked how it was accomplished we are going to include the whole brief story.

Being a battle of price from the start

we analyzed for the grocers the system they would have to follow if they got results. We told them that by some means, even if it meant a big loss, they must provide not less than six leaders a week which would compare in price with the prices offered by the chain stores, that

ELMIRA STAR-GAZETTE, THURSDAY, APRIL 29, 1926

### YES! IT DOES PAY

To Advertise Where Honesty, Reliability, Square Dealing and Quality Goods Prevail

We aim at all times to give patrons just these things—The best of bargains, exactly as on this page with no limit to the amount purchased, and FREE DELIVERY to all parts of the city, of course.

Valley Brook 2 Lbs. BUTTER 89c Nothing Better Pound Prints	CAMPBELL'S 3 Cans PORK AND BEANS 25c Regular 12c Can	NEARBY FRESH 2 Doz. EGGS 69c Guaranteed	Kellogg's Toasted 3 Pkgs CORN FLAKES 29c A Good Buy
LARD, 2 lbs. 35c OR COMPOUND SUGAR, 10 lbs. 59c Pure Cream Granulated	FRUITS Pineapples, 2 for 45c 3 to 4 lbs. Pine Oranges, Doz. 45c Navel, 2 1/2 lbs.	VEGETABLES Potatoes, peck 90c Patty Brand SPINACH, peck 29c Fresh Brand Celery 2 bunches 25c Grip. Fine	Soap, Naphtha 59c P&B "HOTS", lb. 27c Blue Ribbon Cleanser, 4 cans 25c SWEETIE, Special
Yellow Corn 50c The Sweetest Tomatoes, 3 cans 25c No. 1 Can, 3 Best Buy	Grapefruit, 2 for 25c Large, Juicy LEMONS, Doz. 33c California, Large	LETTUCE, 2 for 25c GREENS, Large, Solid Heads CABBAGE, lb. 8c Best, Medium Heads	Macaroni, 2 lbs. 25c ELBOW, White Fig Newtons 2 lbs 25c Fresh Baked
LET'S ENRICHENED MILK, 2 for 21c Tall Can Salmon, each 25c CLOVER LEAF CORNSTARCH 21c Corn Meal, 1 Pkg.	APPLES, peck 49c SALADING, Fine Selection PRUNES, 2 lbs. 25c 30 to 40c. Fine	SWEET POTATOES 25c No. 1 Bermuda, Special Cucumbers 2 for 35c Patty Brand Brand	Peanut Butter 23c Patty Brand Horseshoe 25c Best of Price CHEESE, each 25c Half Pound Packages English/Walnut 55c Navel, Fresh Lot, 1/2 lb. 25c
TEA, 1 lb. pkg. 33c INDIA CHINA TEA BEANS, 2 lbs. 35c DRY LENTILS Maple Sugar, lb. 32c Light Pure	Fruit Salad, can 29c LIBBY'S 1 1/2 Doz. BANANAS, lb. 10c Large Solid, Spd.	OLD WITCH AMMONIA Has Superior Qualities 35c Large Size Bottle	BACON, lb. 35c No. 1 Best Tapioca, 2 pkgs. 25c ONIONS, 6 lbs. 25c Mustard, each 14c CREAMS, lb. 29c PAILS, each 25c
MAPLE SYRUP \$2.25 First Size, Golden Leaf SALAD DRESSING IVANHOE, pints 45c OLEO, lb. 24c BEST EVER COFFEE, lb. 45c ATON Always the Better SOAP CHIPS 45c Quick Soap	OLD WITCH AMMONIA Has Superior Qualities 35c Large Size Bottle	We Know That There is No Better Flour Made \$1.38 Per 24 1/2 Lb. Sack	

HENRY F. DEISTER  
J. C. PETERMAN SONS  
T. B. RHODES  
RALPH E. NICHOLS  
F. C. BRICKER  
FRIEDMAN & CO.  
NEWELL'S SUCCESSORS  
F. H. NUBER  
H. H. BUNDICK  
JOSEPH SPICER

MORSE GROCERY HOUSE  
SQUIRE COLEMAN & CO.  
W. E. O'NEILL  
BERNER & FRIEDMAN

AMOS BALMAIN  
F. R. HAZLETT & SON  
CARL J. TAHER  
BROWN & CO.

I. M. OSTRANDER  
M. F. FITZMARTIN  
H. H. SMITH & CO.  
W. T. SULLIVAN  
CHARLES FITZELLE & SON

D. J. HURLEY  
R. J. MCKEY  
E. L. STEWART  
C. M. O'DONAGHER

# EYE-WITNESS STORY OF CARL MAGEE'S TRIAL

## Fighting Editor Acquitted of Manslaughter by Directed Verdict on Judge Leahy's Own Testimony That He Sought Magee Out to Attack Him—No Defense Evidence Submitted

By E. H. SHAFFER

Managing Editor, New Mexico State Tribune

CARL C. MAGEE, editor of the *Albuquerque* (N. M.) *State Tribune*, a Scripps-Howard newspaper, has received justice in San Miguel county.

A judge in that county on Wednesday evening, June 16, ordered a jury to acquit the editor of a charge of manslaughter. The instructed verdict came at the end of the state's case and was based entirely on evidence offered by the prosecution.

Then after the jury had dutifully signed the verdict acquitting the editor it voluntarily issued an informal statement asserting that if the case had been placed in its hands it would have freed Magee on the strength of the state's evidence.

The editor went to Las Vegas Monday

selection of 12 men during which the state exhausted its right peremptory challenges and the defense only four of its 12.

The jury as finally composed consisted of 9 Spanish-speaking Americans and three "Anglo-Americans," necessitating the use of an interpreter throughout the trial. The jurors were, without exception, men who worked hard for a living. Their clothing was not of the latest cut, nor was it expensive. Their faces were browned by years of exposure to New Mexico sun and wind. But their glowing eyes missed no feature of the trial, no facial expression of a witness. Throughout the hearing the 12 crouched forward absorbing the running tale of the dramatic and tragic night of Aug. 21.

At one side of the little court room, seated at the head of a long golden oak table sat Sheriff Lorenzo Delgado, characterized by women correspondents as the "most handsome peace officer of the southwest." It was Sheriff Delgado who escorted Carl Magee to the jail up a side street in June, 1924, and who declined to honor a pardon issued by Governor Hinkle until habeas corpus proceedings had relieved him of responsibility in the matter.

At a table directly in front of the judge sat the defendant and his three attorneys, Judge R. H. Hanna, formerly Justice of the Supreme Court, and a veteran in every one of Magee's previous legal battles; Attorney General Fred E. Wilson, whose continuance in the case was permitted by virtue of his being docketed before he was appointed Attorney General last winter, and J. S. Vaught, reputed one of the cleverest cross examiners in the southwest.

It was Hanna and Wilson who were disbarred by Judge Leahy because they proposed in his own court to show that he was corrupt on the occasion of one of Magee's criminal libel trials. The two sat mute in the same court in 1924 when the editor again faced criminal libel and contempt of court charges brought by

Leahy. Counsel, said the editor commenting at that time, was more valuable out of jail than in, hence it was arranged that they should withdraw appearance.

In one corner of the room stood the press table, about which were gathered representatives of the United Press, Associated Press, International News Service and correspondents for various New Mexico papers. In an adjacent room were installed leased wires and special telegraph loops.

At another table sat District Attorney Chester A. Hunker, bulking large in stature, slow, deliberate. His actions indicated that he himself did not believe the evidence in the case warranted the hope of a conviction nor did he assume the role of a driving, charging prosecutor bent on the worst he could do to the defendant. One of his questions when challenging jurors was: "Do you think you can hear this evidence with justice to Mr. Magee as well as to the state?"

Thursday morning the state plunged quickly into presentation of evidence and by night had put 8 witnesses on the stand, including former Judge Leahy.

It was Judge Leahy who established without doubt that the editor had fired in self defense. His testimony was a frank and startling admission of his animosity toward the editor and of his decision to punish him outside of the law since his efforts to reach him "within the law" had failed because of Governor Hinkle's pardons.

There was a tense moment in court as the big ex-jurist strode to the witness box, his head thrown back belligerently, his cold gray eyes defiantly searching the court room. He sat perfectly at ease in the witness chair, answering questions in deliberate emphatic tone, occasionally rubbing his hands together and frequently grinning mirthlessly as some phase of his own testimony amused him.

After a few preliminary questions and answers Leahy plunged voluntarily into his story of the events that led to the

shooting. He spoke coldly, deliberately. "I saw Magee sitting on the divan in the hotel lobby," he said. "I went over to Magee and the reason I did so was this: In one of his numerous articles about me he had stated in substance that he would like to meet me man to man and he would take me to a cleaning. This was the first time I had seen him since I left the bench. I did not feel I should start any difficulty as long as I occupied that position, but when I saw him there I instantly concluded I would give him the opportunity to meet me man to man. I said, 'we meet man to man now you —.' He didn't say anything and I hit him. I immediately struck three blows but I am not sure that the last one landed."

Leahy went on to tell how he struck the editor, told of the bullet from Magee's revolver striking his arm and of how he kicked the editor as he lay on the floor. He admitted asking a companion if he had a gun.

"I kicked him in the ribs," the ex-judge said on later questioning.

On cross-examination Leahy was asked what he had in mind that caused him to attack Magee.

"His editorials," replied Leahy, "that and the desire to punish him. I tried to punish Magee through the law and through intercession of the Governor was prevented from doing so. I felt that physical punishment administered by myself was the only thing left. I didn't feel I should do it while I was a judge. It was my choice that we should not meet while I was on the bench but after I left the bench I felt differently about it."

"I did not carry the idea in my mind but I felt that if we ever met it would immediately come back in my mind," Leahy said.

"I had the feeling I would like to punch him," he continued, "when I saw I couldn't reach him through the laws under the state government as it was constituted."

Leahy told the court he had often said he would like to whip him while he was still on the bench but could not recall ever having made that threat after his departure from it.

June Wheaton, the first state witness called, in simple phrases drew a vivid picture of the tragedy. Wheaton, a mechanic, was dressed in khaki. He wore no tie.

"I saw Judge Leahy walk up to the settee, knock Carl Magee off on the floor and proceed to beat him up," he testified. "I saw Carl Magee kick at Leahy, then there was some shooting. Leahy walked up to me and said: 'I'm shot. Have you got a gun? I'll kill that —.'"

Mr. Bernice Huyck, a reporter for the *Las Vegas Optic*, was a witness for the state. The editor, as a member of the State Insane Asylum Board, was giving her an interview when the tragedy occurred. She had rather rough sailing under cross-examination and she did not attempt much to conceal her resentment at efforts of Attorney Vaught to prove a discrepancy in a story appearing in the *Albuquerque Morning Journal*, and her testimony at the inquest. She was the *Journal* correspondent and sent them the story. She declared the story appeared with variations from the version she originally gave the paper.

Other eye-witnesses were called to establish facts of the shooting and their testimony was unanimous that Judge Leahy knocked the editor from the divan as he himself admitted he had. In cross-examination it was brought out that the blow was struck from behind, knocking the editor to the floor.

The state rested suddenly. Judge Armijo announced a night session. As the audience moved slowly from the court room attorneys for the editor an-

(Continued on page 51)



Carl Magee

evening, June 14, to stand trial on a charge of manslaughter growing out of the accidental killing on August 21, 1925, of John B. Lasseter who had rushed to the aid of the editor as he lay on the floor trying to ward off an attack of former Judge D. J. Leahy, a bitter political enemy who sent him to jail in 1924 for contempt of court and who had the year previously sentenced him to prison on the same charge. In both instances Governor James F. Hinkle issued pardons, the second reprieve becoming effective after Magee had spent two days and nights in the San Miguel county jail.

The New Mexico editor was exonerated of blame for the tragic accident that took the life of Lasseter without having introduced a line of evidence in his own behalf. After Judge Luis E. Armijo had instructed the jury, District Attorney Chester Hunker, Las Vegas, a Republican, said the judge's course was the only one to pursue in view of the evidence introduced.

Court convened in West Las Vegas Monday evening for the selection of jurors to try the case, which had attracted state- and nation-wide attention. Seated on the raised dais from which Judge D. J. Leahy, once presided was Judge Luis E. Armijo, the first Spanish-American judge ever to be elected in New Mexico and one of the youngest jurists in the United States. He is 38.

Judge Armijo, heavy set, dark, with alert, keen black eyes, swung nervously on his swivel chair as the tedious process of jury selection wore on throughout the afternoon. The judge, facing the heaviest docket in years, was quick to utilize every spare moment. When the jury selection flagged for a moment he would direct Sheriff Lorenzo Delgado to bring in a defendant who would be arraigned, bail set and trial date fixed, before the prisoner knew what had happened.

About four hours were consumed in

### "I EXPECT TO GO ON WITH MY FIGHT"

Carl C. Magee telegraphed the following statement to EDITOR & PUBLISHER after his acquittal last week:

"AT your request I am saying a few words to the editors of America regarding my acquittal at Las Vegas. Of course I am glad to be free from legal entanglement, but the great thing for me is the testimony of Judge Leahy that his assault was due to his determination to punish me physically because I defeated his efforts as Judge to curb the freedom of the press; succeeded in my determination to drive his court out of its alliance with a corrupt political ring, and made a victorious fight to force him from the bench. He did not charge me with contributing otherwise to the attack. In other words, the vital thing to me was for the public to know that I am not a barroom brawler; that I sought no physical encounter; that I was where I had a right to be and was attending to my own business, and that the unprovoked assault came out of a clear sky because I had made a concrete newspaper fight for our most fundamental American rights. This confession from Leahy leaves my self-respect unimpaired.

"This affair has not altered my plans or determination. New Mexico is improving rapidly in a political way. I expect to go on with my fight until we bring the complete establishment of our constitutional fundamentals in this state. The price I have paid is not too high, although I shall regret until I die that my hand held the pistol that accidentally killed Lasseter. The court's decision makes it clear that the blood of this young man is on Leahy's hands; not on mine. I thank American editors for their uniform fairness to me.

"CARL C. MAGEE."

## DAILY TO CARRY FIGHT AGAINST COURT SECRECY TO SUPREME COURT

Madison Capital-Times Attacking Right of Judge to Impose Silence Upon Witnesses—Case of Wide Interest to Newspapers

A DECISION from the Supreme Court of Wisconsin respecting freedom of the press and the right of courts of justice to conduct proceedings in secrecy is the goal sought for by the *Madison Capital Times* in its present fight against secrecy in the Dane county circuit court.

That decision, if it is obtained, may be of far-reaching interest to newspaper men of the nation and may set a precedent for attacking the practices of judges in other states which restrict freedom of newspapers to publish their proceedings.

The *Capital Times* is in an awkward position in its present suit. For in order that its test case be a success and be carried to the Supreme court, the newspaper does not want Judge Hoppman to dissolve an injunction issue imposed upon it several months ago when the trial of the slayer of a policeman was in progress.

That order enjoined the *Capital Times* from publishing anything that transpired during a court hearing conducted at the time of the trial of the slayer to determine whether prejudice was being stirred up in Madison in favor of the slayer as the *Capital Times* had charged in several editorials.

Philip L. La Follette, district attorney of Dane county, representing Judge Hoppman, has filed a counter brief arguing for a dissolution of the injunction on the grounds that the emergency that existed during the trial of the slayer has passed.

The *Capital Times* is now seeking to carry the matter to the Supreme Court and hopes that Judge Hoppman will refuse to dissolve the injunction. It will seek to settle these claims:

1. There is no warrant in law for holding the proceedings of a court behind closed doors.

2. That a newspaper cannot be enjoined from printing testimony given in a court except where expressly provided by law in the cases of minors and salacious testimony.

3. That a court cannot enjoin a witness from repeating the testimony he has given in a court.

Attorney William H. Spohn, appearing for the *Capital Times* in the court of Judge Hoppman last week, argued that: "There is no statute in Wisconsin prohibiting anybody from publishing what went on in the court room. Where prohibitions have been made they have been grounded on the power of the court to punish for contempt.

"There may be a question as to whether or not the proceeding was one in open court while the court was in session. The court will recall that it expressly states that it was sitting as a court when it made the order."

In its argument for publication of what took place during the hearing over which an injunction had been placed, the *Capital Times* declared that:

"Since the court has commented on the evidence, there can be no possible objection to the community reading what the witnesses said, and that is the only purpose of the motion.

"The *Capital Times* and William T. Evjue, its editor, have sought counsel. That would seem to be the right of the newspaper and its editor. The court has enjoined the editor of the paper from stating what he was questioned about in the court room. The editor is prohibited from seeking the advice of counsel as to whether or not the injunction is valid.

"The injunction is entirely too broad since it purports to seal the mouth of William T. Evjue and to prohibit him from discussing the situation with his lawyers."

No good has ever come from holding a judicial investigation behind closed doors, Attorney Spohn argued, in closing.

"Pursuant to our constitution that jealously guarded freedom of speech, and under it newspapers flourish," concluded Mr. Spohn. "The censored press is a subservient press. If the censorship be for a bad purpose, the result is the same. "There can be no censorship of the press, and no freedom of the press. It makes little difference, probably, what any particular witness testified in the last hearing. But is important to the community that it have a right to learn what witnesses say when they are in the court room.

"A newspaper would not be truly performing its function if it submitted to the slightest infringement of its rights to freely publish the facts and its sentiments on all subjects free from interference, judicial or otherwise, being responsible for the abuse of such privilege."

A decision on the injunction is being awaited from Judge Hoppman. The *Capital Times* will carry the case to the Supreme Court as soon as he refuses to dissolve the injunction.

### U. S. ADVERTISING LEADERS HONORED BY FRANCE

ADVERTISING leaders of the United States were honored by France this week.

Dr. Marcel Knecht, head of the French delegation on Thursday night presented decorations of the French Republic on those named below.

By the President of the Republic of France: Chevalier of the Legion of Honor upon C. K. Woodbridge, New York, President, International Advertising Association and Lou E. Holland, Kansas City, past president, Associated Advertising Clubs of the World.

By the Minister of Labor, Republic of France: Order of Social and Civic Service, gold cross, upon Rowe Stewart, Philadelphia, chairman, Poor Richard Club Convention Committee; Order of Civil Merit, gold cross, upon Paul Meyer, New York, publisher, *Theatre Magazine*; James Wright Brown, publisher, *Editor & Publisher*; C. C. Green, president, Advertising Club of New York; Howard C. Story, president, Poor Richard Club, Philadelphia.

Order of Social and Civic Service, silver cross, upon Edward E. Pidgeon, New York, dramatic editor, *Journal of Commerce*; H. R. Swartz, treasurer, Advertising Club of New York; bronze cross, same order, upon Clifton D. Jackson, secretary, Advertising Club of New York and Earle W. Pearson, general manager, International Advertising Association.

The presentations were made when advertising delegates were the guests of the French group Thursday night at the first performance in this country of the film based on Victor Hugo's "Les Miserables." The French delegates chartered the Forrest Theatre for the occasion.

### N. Y. Times Printing Sectional Rotos

Three new tabloid sectional rotogravure sections are now being issued with the Sunday edition of the *New York Times*. Territories represented are New Jersey, Westchester, and Long Island. Each tabloid section, containing 16 pages, is only distributed in the territory in the interests of which it is published. News pictures of interest to the respective communities are reproduced.

### OHIO NEWSPAPER TRANSACTION

Lima Gazette Purchased by Morning Star and Suspended

The *Lima (O.) Morning Star* purchased the *Lima Gazette* and discontinued its publication with the issue of June 19. The *Star* also has leased the entire first floor of the *Gazette* building and will move in as soon as alterations have been made.

The purchase included press, equipment, good will, circulation, foreign advertising and syndicate features. Frank L. Maire represented the *Star* in the negotiations and W. L. Galvin the *News*.

The *Gazette* was recently purchased by the *Lima News* published evenings and Sunday morning. A. E. Clayden represents the *News* in the national advertising field.

### EDITORS REJECT SPACE TRADING PLAN

Long Island Group Fails to Accept Membership in Booster Group in Exchange for Ad Space—All Officers Re-elected

Rejection of a free advertising plan sponsored by the Long Island Association whereby Long Island publishers were to be given memberships in the group in exchange for advertising space was a feature of the annual business meeting and outing of the Long Island Press Association held at Rockaway Beach, Monday, June 21.

The proposition of the Long Island Association was presented by George Schubel of that group. Jesse Merritt of the *Farmingdale Post*, speaking for the Press Association, declared he did not think it good policy for the publishers to donate space for memberships, and suggested that individual publishers pay cash for their memberships and sell their space to the Long Island Association in a regular manner.

An advertising committee was formed by the publishers to discuss methods of promotion for the coming year. The members of this committee were: A. J. Ball, *Richmond Hill Leader-Observer*; Hugo Seesberg, *Flatbush Observer*; Jesse Merritt, *Farmingdale Post*; G. D. Bacon, *Rockville Center Owl*; and Joseph Arnold, *Greenpoint Home News*.

A resolution was unanimously adopted, requesting the Post Office Department to discontinue the printing of envelopes at less than cost in competition with publishers who run job printing plants.

All officers of the Association were re-elected for another year. They are: Frank Marlowe, *Greenpoint Home News*, president; Mrs. Adelaide Huntington, *Seacliffe News*; Alfred J. Ball, *Richmond Hill Leader-Observer*; and Frank E. Johnson, *Sayville Suffolk County News*, vice-president; Vernon A. Williams, *Hempstead Enquirer*, recording secretary; Miss Freda Fisher, *Bellmore Courier*, financial secretary; Mrs. Mabel Witte Merritt, *Farmingdale Post*, treasurer.

After adjournment of the business meeting, the publishers were guests of the Chamber of Commerce of the Rockaways at a shore dinner. George Le Boutellier, vice-president of the Long Island Railroad; J. J. Rieter, New York Telephone Company, and Richard J. Gipson, president of the Chamber of Commerce of the Rockaways, spoke.

Other speakers at the dinner were William H. Neel of the *New York Times*; Major Robert Crestwood of the *New York Herald Tribune*, and W. L. Woodward of the Long Island Railroad.

The remainder of the day was spent in amusements provided by the Chamber of Commerce of the Rockaways. A theatre party in the evening concluded the outing.

### Yelverton Seriously Ill

William H. Yelverton, formerly with the Consolidated Press in Washington, and previous to that with several Southern newspapers, is seriously ill in the Homan Sanatorium, El Paso, Tex.

### PROGRAM READY FOR S. N. P. A. MEETING.

Twenty-fourth Annual Convention to Be Held at Grove Park Inn, Asheville, N. C., July 6-8—Golf Important Feature of Gathering

The program for the 24th annual convention of the Southern Newspaper Publishers Association to be held at the Grove Park Inn, Asheville, N. C., July 6-8, was announced this week.

Golf to be played afternoons during the gathering is an important feature of the annual affair.

As issued by the association, the program follows:

TUESDAY, JULY 6

Convention called to order by President Walter C. Johnson.

Roll call; introduction of guests; report of president; report of secretary-treasurer; report of manager; election of new members; appointment of special committees.

Reports of committees:

1. Advertising (Edgar M. Foster, Chairman).
2. Agency Relations (Membership Confidential). Report by Victor H. Hanson.
3. Business Office Affairs (John A. Park, Chairman).
4. Editorial Affairs (Robert Lathan, Chairman).
5. Labor (F. C. Withers, Chairman).
6. Postal and Legislation (Col. Robert Ewing, Chairman).
7. Washington and Lee School of Journalism (Major John S. Cohen, Chairman).
8. Traffic Affairs (Cranston Williams, Chairman).

WEDNESDAY, JULY 7

Introduction of guests; further consideration of reports of committees; symposium; report of committee on nominations; election of officers.

THURSDAY, JULY 8

Introduction of guests; symposium; reports of special committees: auditing, resolutions, memorials.

Selection of 1927 meeting place. Adjournment.

Many entertainment features have been provided. At 4 p. m. Tuesday there will be an automobile tour for those not playing golf, followed by a reception and tea given by the *Asheville Citizen* at 5:30. At 8 p. m. Prof. Ben J. Potter will give an organ recital. Evening speakers will be Oscar Wells, president of the American Bankers Association and Kent Cooper, general manager of the Associated Press.

The A. P. film showing how news is gathered all over the world will be shown.

On Wednesday there will be golf in the afternoon, and a card party for the ladies. At 9 p. m. the delegates will gather to hear addresses by Dr. Frank Bohn and Dr. Gus Dyer, the latter of Vanderbilt University.

### TENNESSEANS TO ORGANIZE

Publishers of State to Form a Press Association July 9

Tennessee publishers and printers have been called to meet Friday, July 9, at 10 a. m. in Nashville for the purpose of organizing a state press association.

Those calling the meeting are Laps D. McCord, Jr., Pulaski, and J. W. Womack, McMinnville, of the Middle Tennessee Press association; C. W. Brooks and Allison Simonton, of the West Tennessee Press association; and S. M. Frame and H. O. Eckel, of the East Tennessee Press association.

The meeting will be held at the Chamber of Commerce in Nashville and the visitors will be entertained in that city.

Although each of the three divisions of the state has for several years had separate press associations, there has been no state press association.



# WHAT INFORMATION SHOULD PUBLIC BE DENIED?

## Suppression of Lies and Unprovable Hearsay Is Important Duty of Press and Is Behind Law of Libel and Privilege Now Being Argued in Texas

By PHILIP SCHUYLER

*Libel law was a topic under discussion at a recent meeting of the Texas Press Association at San Antonio.*

*The questions brought out are of general as well as local interest, and are taken up this week in the 15th article obtained by EDITOR & PUBLISHER, stripping the libel law of legal verbiage.*

WHAT "information" should be denied readers of a newspaper?

The answer to this question is obvious, but, in the light of current clamor of a certain section of the press of this country, it is plainly in need of restatement.

Suppression of lies and unprovable rumor is an important duty of the press, and is behind the law of libel and its construction as it is being argued today in Texas.

A provision of the Texas statute, accounting as privileged and therefore not actionable "a fair, true, and impartial account of public meetings, organized and conducted for public purposes only" has been construed by the state's special supreme court as coming under the rules applying to fair comment and criticism, this court has held that comment and criticism of "motives" is not privileged.

The Texas press is virtually united in objecting to this court ruling, claiming that criticisms of acts and motives of public officials are very often inseparable, and that, therefore, it has become impossible for newspapers to make a "fair, true and impartial account of public meetings."

"The people are denied adequate information of the discussion of candidates seeking their votes," in the words of the *Dallas News*, expressed in a recent editorial.

The situation in Texas is not unique, according to Carl Helm, of the Hearst Bureau of Libel Survey, conducted under the direction of William A. DeFord, chief counsel of the Hearst Corporations.

No newspaper in Texas denies that the truth is a defense in libel litigation has for many years been uncontroverted. The same fact is true throughout the nation. It is common law. Texas newspapers can safely criticize the motives of public officials, if they can prove the motives by established facts.

The *Dallas News* believes that the provision of the libel law should be amended, "for the reason that it has been construed to mean something else than what it says."

"If the people really want true, fair and impartial reports of such (public) meetings, then this provision should be amended so as clearly to define what are public meetings and what part of the proceedings should be reported," the editorial in the *Dallas News* reads.

"The law declares to be privileged true, fair and impartial reports of judicial, executive and legislative proceedings, and the courts have upheld these provisions. If the people want newspapers also to publish what takes place in public meetings, what is said, and shown as to the conduct of government and the fitness of candidates for office, the people will say so, and the newspapers will furnish the reports. If the people do not want such reports, the newspapers will acquiesce, for they have attempted to report the public meetings only in a desire to render public service."

"Well, what is the public service a newspaper can best render?" asked an important member of the bar, and a newspaper lawyer, when the question of "privilege" as it is being argued in Texas was brought to him by EDITOR & PUBLISHER.

Facts, facts, facts! he answered his own question. The greatest value of a newspaper is as a broadcaster of facts. Are newspapers going into the business of spreading unprovable hearsay, political claptrap and lies? Assuredly that is not the purpose of a free press.

And yet were newspapers privileged to report "fairly and truly" public meetings in the course of which lies and slander were passed by fiery politicians, without the restraint and the necessity of proving the libel they repeat, there would be more "bunk" set afloat even than there is today.

To bring the question and lay it neatly on the publishers' own doorsteps imagine

a "public meeting" called by anyone at all to be held at Times Square, New York.

One after another speakers might get up and tell damnable lies about the various newspapers in the city and the motives of the publishers in handling the news in the manner they do. Fortunately for all concerned, publishers as well as any other individual, freedom of the press does not permit the spreading of lies without the penalty of possible heavy libel damages.

In New York state, and in other states generally, the interpretation of "privilege" has been that the press is permitted to publish a fair and true report of "public and official" proceedings. Official is inserted to place responsibility in responsible hands. By public and official meetings is meant reports of *judicial, executive and legislative proceedings*. To the fair minded that is as it should be.

As told by another important member of the bar, and a noted newspaper lawyer, another imagined case illustrates the point.

A man introduces a bill in the state legislature which is plainly in the interests of the railroads. A newspaper can prove and publish that the railroads alone will benefit by the bill; that the public is being mulcted; but a newspaper cannot say that the railroads *hired* the legislator to serve them, unless the newspaper is able to prove it. Then the truth is justification for the published alleged libel.

A man might introduce such a bill and not be bribed to do it. Certainty and probability of facts is a newspaper's surest defense.

"You can't make up your facts," this lawyer said. "You've got to have true facts. And a newspaper is held responsi-

ble in court if it permits some outsider to imagine facts for it."

The rule of privilege in one libel suit is now being argued in New York. The case has not yet been before a trial jury.

A doctor, engaged in the manufacture of vaccines, widely advertised that his remedies could cure 80 per cent of the diseases this world is heir to, including tuberculosis and epilepsy. One vaccine was claimed as being powerful enough to treat 35 different diseases.

A publication printed the facts about this doctor under the ironic heading "Vaccines for Broken Legs." It criticized the doctor's claims as being extravagant and declared that a high degree of skill was needed in the use of potent vaccines. It called the doctor a faker, a charlatan, and a menace to the community. It classed the doctor's advertising as preposterous.

Is that "fair comment and criticism"?

That is the question being argued. When the doctor sued for libel, the defendant, replying to the pleading, moved for dismissal of the suit on the grounds that the article complained of was privileged as fair comment and criticism. The appellate division of the New York supreme court has ruled out the right of privilege, and the question is next to be argued before a jury.

The publication must prove the truth of all the charges it has made against the doctor. Defense attorneys are confident of success, because, they maintain, the inferences regarding the doctor were drawn from established facts.

If the defense cannot prove the facts, the doctor is entitled to collect damages.

The Texas law is the same in this regard. The widest latitude is permitted newspapers in publishing fair comment

and criticism about candidates for public office and on questions, such as medical theories, which are of public concern. But, to be libel-proof anywhere the comment and criticism must be based on established and provable facts.

Sidney Samuels, Fort Worth lawyer, has asserted that a new libel law is not needed for Texas and that if publishers seek a substitute for the present statute they will put themselves in the light of seeking "license rather than liberty."

In other words they will be attacking the fundamental and worthy theory behind all libel law, which is restraint against widespread repetition of lies. The only information that should be denied readers is false and misleading information.

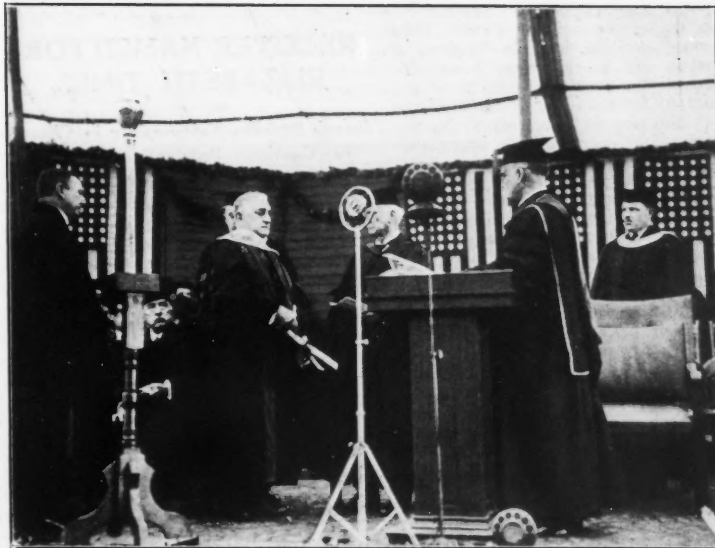
G. B. Dealey, president of the *Dallas News*, has said:

"Newspapers will have abundant libel troubles unless newspaper makers get it clearly in their minds that individuals have rights that must be respected, and they will not get needed amendments of the libel law if they put themselves in the attitude of seeking license rather than liberty, nor unless they learn such simple things as that the truth already is a defense, \* \* \* unless they seek to suppress the erroneous statements of friends rather than featuring them, tickled, as is a child, with a pat on the back."

Mr. Dealey's paper only recently argued editorially that the fact of an "innocent error ought not to be a complete bar to recovery if the publication really is libellous and has harmed," and cited as illustration the following incident:

"Some years ago a Texas newspaper published a very brief dispatch relating that a fruit canner had filed a petition in voluntary bankruptcy. It transpired that no such petition had been filed; the correspondent had been misled. The canner notified the publisher of his error. An adjuster was sent to see him. He had already placed the case with a reputable law firm. The canner was a man of high character, reputation and standing. The prospect seemed anything but rosy for the publisher. But the lawyers volunteered to stand out of the way of a settlement, and the canner and adjuster went to it. They found that the canner had sustained a loss of \$750 by reason of the refusal of twenty-eight carloads of fruit by jobbers, and the piling up of demurrage charges on the cars. It was further agreed that probable losses amounted to \$750 more. The canner agreed to accept \$1,500 in settlement, further stipulating that his town was to be "written up." He got the cash, literally "on the barrel head," and the write-up in due course. The publisher felt that it was just for him to make this payment and to charge it up to the hazards of the business and he still so feels."

### OCHS HONORED BY NEW YORK UNIVERSITY



THE honorary degree of Doctor of Letters was conferred upon Adolph S. Ochs, *New York Times* publisher, at the recent 94th annual commencement of New York University. Photograph shows the publisher receiving his degree.

At extreme left is Prof. James Melvin Lee, director of Journalism, New York University, and writer of "Our Own World of Letters" for EDITOR & PUBLISHER, who conducted Mr. Ochs to the rostrum.

### Conger Joins Booth Newspapers

Beach Conger has been appointed Detroit representative and special writer of the Booth newspapers of Michigan by Edmund Booth, editorial director of the Booth papers.

### DAILY'S HEADLINE ATTACKED

#### Attorney Attempts to Have Paper Cited for Attempt of Court

"Sensational, startling, unBritish, unethical" and "unfair" were the adjectives used recently in describing an eight column streamer on the front page of the *Peterboro (Ont.) Examiner*, "DWYER CHILD NEVER LEARNED A PRAYER," by F. D. Kerr, K. C., defending counsel, during a sensational trial here.

Kerr made the remarks in an attempt to have the *Examiner* cited for contempt of court. The attempt failed.

## BUFFALO STAR TABLOID, MERGED BY CONNERS

Evening Daily Suspended Monday and Features Incorporated in Consolidated Morning Paper—Many Staff Shifts

With the suspension of the Tabloid *Buffalo Star* on June 19, publishers of the *Buffalo Courier and Express* were confronted with the problem of endeavoring to find positions for the veterans of the editorial staffs of three newspapers. In this problem every effort was made to recognize long and valued service, with the result that veterans of the three newspapers now form the staff of the single publication which has succeeded them.

In announcing the merger of the newspapers and the termination of publication of the *Star* as such the following announcement was made on June 18.

"Since the merger of the *Courier and Express* every effort has been made to put into the pages of that great morning newspaper every worthwhile feature obtainable. Some such features have been appearing regularly in the *Daily Star*.

"With a view to making the *Courier and Express* the most up-to-date and interesting newspaper in the country, it has been decided to merge the *Daily Star* with the *Courier and Express*, effective Monday, June 21, and by that process bring into the pages of the combined new morning paper all of the fine features for which the *Star* was noted.

"With tomorrow afternoon's issue the *Star* leaves the afternoon field, but takes its place Monday morning in the morning field, merged with the *Courier and Express*."

The *Star* was two years old. It succeeded the *Buffalo Enquirer*, former afternoon paper of W. J. Conners, founded in 1891.

In less than six months Buffalo's list of daily English newspapers has been reduced from six to three, through suspension of the *Buffalo Evening Post* and the subsequent merger of the *Express*, *Star* and *Courier*.

Burrows Matthews, former publisher of the *Buffalo Express*, is now editor of the *Courier and Express* and president of the publishing company, of which William J. Conners, Jr., is editor. The other principal executives, and the publication with which they formerly were connected, are: managing editor, John D. Wells, *Courier*; feature editor, John Tranter, *Star*; night city editor, C. H. McChesney, *Courier*; day city editor, Fred T. Turner, *Courier*; financial editor, Fred M. McLennan, *Express*.

The staff also includes these executives: telegraph editor, C. H. Newman; rotogravure, E. L. Wathen; chief editorial writer, M. W. Willner, associate, Frank Hammond; sports, William Kelly, associate, Horace W. Lerch; Sunday, W. E. J. Martin; society, Mary Swan; women's organizations, Ann Harlow.

George Earle, formerly of the *Buffalo Express*, becomes Sunday editor of the *Buffalo Times*. Frank Morrison of the *Express* and Gordon Hollier of the *Courier* have joined the *Times* editorial staff and Pat Harris, former *Star* photographer, is now with the *Times*. A staff of 20 reporters has been retained from a combination of the three former newspapers' staffs.

The first edition of the *Sunday Courier and Express* was one of 134 pages, said to have been the largest *Sunday* newspaper issued in Buffalo. A new rate card is now being issued by the combined publication.

### Hastings Host to N. E. Publishers

Charles H. Hastings, publisher of the *Lynn (Mass.) Item* was host recently to the New England Newspaper Alliance at the Tedesco Country Club in Swampscott. Members of the alliance will be the guests of William J. Pape, publisher of the *Waterbury (Conn.) Republican-American* at his plant in September.

### CHANGES ON HERALD TRIBUNE

W. J. Fenton, Assistant City Editor Joins *Times*—Succeeded by Roney

Several staff changes took place this week on the *New York Herald Tribune*. Walter J. Fenton, assistant city editor, and for almost eight years a member of the staff in various capacities, resigned last week to join the staff of the *New York Times*.

Mr. Fenton came to the *Herald Tribune* immediately after the war, before which he had spent a number of years on the *New York World*. Garner P. Roney succeeds him as assistant city editor.

Barr Gray, of the reportorial staff, was transferred to the financial editorial department, and Ned MacIntosh from the copy desk to the general staff.

Bert McDonald, formerly of the *New York Evening Post*, has been added to the staff. Other recent additions to the staff are: Richard T. Crandell, Hartwell Hatton, R. S. Kain, Charles Willis Thompson, and John Curley, who was formerly with the Paris edition of the *Herald Tribune*.

### DAILY LOSES \$15,000 LIBEL APPEAL

Texas Court Says Malice Entered Into San Antonio Express Attack on Police Chief—Article Printed in 1917

On the heels of Supreme Court decisions reversing one libel suit each against the *San Antonio Express* and the *San Antonio Light*, and a decision in the Austin Court of Civil Appeals reversing and remanding for new trial a suit against the *San Antonio Evening News*, the Texas Supreme Court has affirmed judgments of the lower courts awarding \$15,000 damages to F. H. Lancaster against the *San Antonio Express*.

Lancaster sued as the result of an alleged libelous article published Dec. 23, 1917, when he was chief of police at San Antonio. Both he and the judge of the Corporation Court were criticized by the publication during a campaign against vice.

Actual malice in publication of the article was found by jurors trying the case, and that finding was sustained by the Court of Civil Appeals.

"Consequently we can not disturb it here, unless it can be said there is no evidence tending to establish actual malice," asserted the opinion written by Judge Ben F. Powell. "We have reviewed the record carefully and can not make such a statement."

Continuing, the opinion stated: "We have no disposition to bridle the press of the state. It is rendering a valuable service to the people. In fact, we are heartily in favor of the freedom of the press. But we do not wish to be unmindful of the corresponding importance to every man of maintaining his reputation for honesty and integrity. This reputation is dear to him. It is the most valuable asset of any man. It is in no sense less valuable simply because a man may hold a public office.

"When a newspaper charges a person with corruption, it must do so truthfully, or at least base its charge on a state of facts which might be deemed probable cause to justify such a charge. There is a vast difference between mere inefficiency in office and corruption therein. Of course, inefficiency may reach the point where it is a cause for removal, but not generally so. A man may be honorable and hold his head erect, although inefficient. But he can not face his fellowmen in confidence when he is corrupt or when newspapers have given him that reputation. In singling out individuals and charging them with corruption in office, the press is dealing with a situation of most vital import to the person attacked. As we view it, it is just as serious as it would be to shoot him with a gun or stab him with a knife. Great caution should be exercised in doing so."

### READING TRIBUNE SOLD TO JOHN H. PERRY

Chain Publisher Merges Latest Purchase with His Reading Times—Two Papers Left in Field—Morning and Evening

John H. Perry, publisher of the *Reading (Pa.) Times* and other dailies, this week purchased the *Reading Tribune* and

suspended it June 23. The deal was between Mr. Perry and Robert Grey Bushong, representing the Tribune Publishing Company. The consideration was not disclosed. Mr. Perry purchased the plant and circulation of the *Tribune*. The plant was said to be inventoried at \$100,000.

Elimination of the *Tribune* leaves two papers in Reading, the *Times*, morning, and the *Reading Eagle*, evening, both members of the Associated Press.

"Reading is an ideal two-paper town," Mr. Perry said to EDITOR & PUBLISHER, announcing the transaction. "Elimination of the extra daily is a great thing for the city in a newspaper line. Merchants formerly afforded smattering coverage in four papers, may now get intensive coverage using both dailies."

Mr. Perry claimed his *Reading Times* this week signed up with Pomeroy's department store the largest advertising contract ever placed in that city.

The contract, to run two years, calls for minimum expenditure of \$90,000 and maximum of \$120,000 a year.

Besides the *Times*, Mr. Perry is publisher of the *Jacksonville (Fla.) Journal*, and the *Pensacola (Fla.) Journal and News*.

### Stokes Succeeds Jackson in Austin

A. M. Jackson, advertising manager of the *Austin (Tex.) American-Statesman* for the past year, and for the *Austin American* prior to that time, has resigned to become retail manager of the Hicks Rubber Company of Amarillo, Tex., one of the 32 stores of the Hicks organization. M. Y. Stokes, of Lampasas, Tex., who came to Austin from Ardmore, Okla., succeeds him as advertising manager of the *Austin* newspapers.

### RECEIVER NAMED FOR ELIZABETH TIMES

Joseph Stricker Temporarily in Charge to Continue Publication to June 29—Hearst Group Purchased Daily Last October

Joseph Stricker was appointed temporary receiver of the *Elizabeth (N. J.) Times* by Vice-Chancellor Joseph Backes of Newark on June 21. He had orders to continue publication until June 29, when the *Times* Publishing Company must show cause why the receivership should not be made permanent.

The receiver was named on the application of the American Steel Chase Company of New York and the United American Metals Corporation of Brooklyn, whose combined claims total \$2,740.

The *Times* was purchased from L. F. Sawvel last October by a Hearst group, which included Arthur Brisbane, editor of the *New York Evening Journal*, and Edgar Shaw. Beginning Oct. 1, it was sold daily at one price with the *New York Journal*, and Sunday with the *New York American*.

Mr. Brisbane's office referred queries regarding the receivership to counsel for the *Times* Publishing Company, who declined to discuss the situation.

### HEARST'S N. Y. JOURNAL BUYS

Purchases Block Uptown and Revises Plans for 6-Story Tower Building

Holdings of the *New York Evening Journal*, Hearst paper, in the uptown area bounded by 11th and 12th avenues and West 54th and West 59th streets, reached a total of 160,000 square feet this week, when it exercised its option to purchase additional property.

The *New York Journal*, Inc., planned to improve the site with an uptown printing plant for the Hearst publications, but this was abandoned when additional space was purchased and a plant erected in the block bounded by South and Water streets, Catherine and Market Slips.

Revised plans filed last week call for a six story tower building. Original plans filed last January were for a four-story building.

### JAPAN HOPES TO CUT HIGH PRESS RATES

Tetsuo Kuwayama, Vice Minister of Communications, Answering Editor & Publisher Attack, Promises New Radio Station by 1930

Japan is planning to build a new radio station to be completed within five years that will cut press tolls between this country and America, Tetsuo Kuwayama, Vice Minister of Communications, said June 22, in a dispatch to the *New York Times*. He was answering charges made in an editorial in *EDITOR & PUBLISHER*, June 12.

The editorial, headed "Japanese Radio Blockade," charged the Japanese government with "standing in the way of cheap rates to and from the Far East." It was cabled to Nippon Dempo, Japanese news agency, by the United Press Associations, and was widely published in Japan.

Kuwayama said that Japan is planning to care for the increased traffic which would follow lower rates and therefore opposes reduction of the press rates at present. He declared he fully appreciated the importance of a greater exchange of news between Japan and America, believing that such inter-communication would bring about mutual understanding.

"I believe, however," he said, "that this is impractical at present, as the wireless and cable services are already too congested."

"The government plans the erection in 1930 of a special wireless station for American communication, when lower rates will be possible."

The chief of the Telegraph Bureau stated that Japan had suggested to the Radio Corporation of America the erection in California of a station large enough to send and receive from the Iwaki station, near Tokio, but he said the Radio Corporation is ignoring the suggestion.

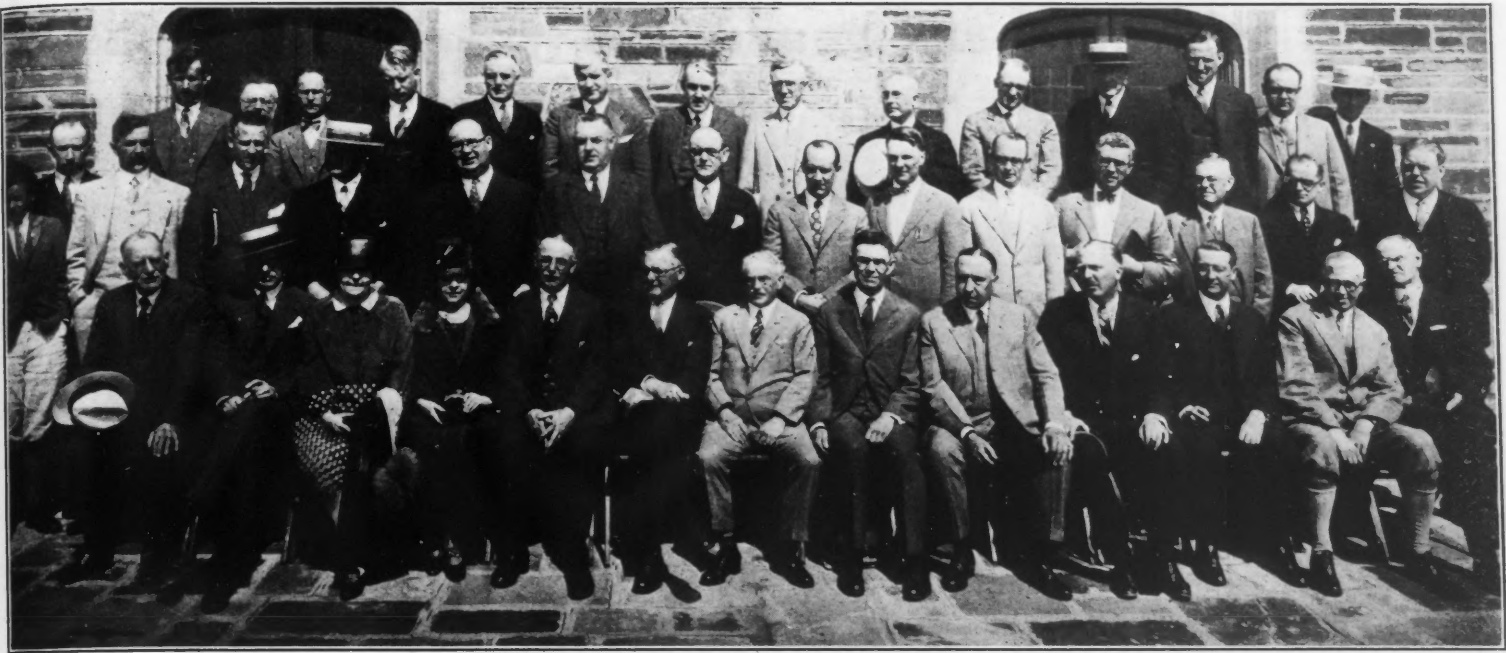
He also said if the Japanese newspaper agencies erect a station here and give it to the Japan Wireless Company, which has a monopoly, the government undoubtedly would sanction lower rates.

This proposition has been made to the government by a combination of newspaper agencies, but this is the first indication of the government's favorable attitude.

EDITOR & PUBLISHER in its editorial charged that the Japanese government refuses to accept the proposal of the Radio Corporation of America, whereby press wordage cost would drop from 27 cents to 10 cents in Japan-America traffic.

"Why any enlightened government will stand in the way of easy exchange of press information in this day and age is beyond understanding," the editorial read. "News is the flag of progress through the sound principle of understanding. A free exchange of information across the Pacific would untie a thousand perplexing knots the diplomats have failed to loosen."

NEW YORK STATE PUBLISHERS AT ITHACA CONVENTION



New York State Publishers' Association at Ithaca, N. Y., meeting on Thursday, June 17. Picture taken on the terrace of Willard Straight Hall, Cornell University

NEW YORK WEEKLY PUBLISHERS "GO TO SCHOOL" TWO DAYS AT ITHACA

Better Representation in National Field Discussed at State Press Meet—President Conrath Named Press Congress Delegate—Editorial Page Analyzed

SIXTY publishers of weekly and small daily newspapers composing the New York State Press Association held a two-day session last week and considered plans for celebrating their 75th birthday at their next meeting. It is the oldest active state press association.

The meeting was largely under the tutelage of Prof. Bristow Adams, who directs the large volume of publications in connection with the agricultural journalism courses at Cornell University. Prof. Adams welcomed the publishers Saturday morning and outlined the university's interest in the weekly newspapers of the state.

President Elmer E. Conrath, *Cuba Patriot*, in his response emphasized the importance of the country weekly in maintaining American ideals in a part of the nation not touched by foreign influences and pledged the support of the press association to the annual newspaper institutes held by the College of Agriculture.

Mr. Conrath was appointed to represent the Press Association at the Press Congress of the World to be held in Geneva in September.

Improved representation of the weekly press in the national advertising field was discussed in executive session, and no action was made public.

President Farrand, of the University, was the chief speaker at the evening banquet of the association. He emphasized the educational value of the press. Jared van Wagenen, a Cornell graduate and the fifth generation of his family to own his farm, told what the farmer did and did not want to see in his weekly newspaper. He did not want news of world or national events, which he declared were adequately covered by the metropolitan newspapers, which all intelligent farmers read. He did want local news written sympathetically and with understanding.

David S. Cook, assistant to Prof. Adams, gave a lecture illustrated with home-made lantern slides on "The Histology and Morphology of Insignificant

but Important Attachments." He referred at length to the button—just that.

Another entertainment feature was the exhibition of the United Press film on its news activities around the world.

Editorial pages and advertising rates and contracts engaged the discussion of weekly publishers Saturday at the concluding session in Barnes Hall. Prof. Adams wound up the meeting with a criticism of the front and editorial pages of the many weekly newspapers which were on display at the convention.

While no definite judgment of the papers was made, and no prizes were awarded, Professor Adams listed what he considered the best of the pages on exhibition. He would give first place for front page, the "show window" of the paper, to the *Liberty Register*. For second and third choices, respectively, he named the *Ramapo Valley Independent* and the *Depew Herald*.

Close competitors in first page merit were the *Rhinebeck Gazette*, published by Jacob H. Strong, winner of the N. E. A. cup for the best editorial page and three times prize winner at contests in connection with Farmers' Week at Cornell University; and the *Brockport Republic*, owned by Peter A. Blossom, former president of the New York State Press Association.

The *Rhinebeck Gazette* was adjudged as having the best editorial page, from the point of make-up and content, of any paper represented. Others mentioned for their outstanding merit in editorial pages were the *Fredonia Censor* and the *Endicott News Dispatch*. Professor Adams ventured the opinion that the weekly publications of the Long Island district are, on the whole, better than in any other part of the state.

There developed at this final session a discussion over the necessity of an editorial page in country weeklies. A few members indicated that they did not entirely believe that an editorial page is indispensable.

The majority sentiment, however, was that the editorials are a favorite section

of a rural paper, that they should deal almost entirely with local questions and with national or international developments only when they affect the particular community which the paper services.

Contrary to the opinion expressed by some that the editorial page is not widely read, instances were cited to show that the public reads these weekly editorials as diligently as it does the community news, and that it thinks about them. A survey recently conducted in one small community was brought up to show that the readers paid a great deal of attention to editorial opinion as expressed by the editor of their weekly. Six months prior to the survey, the paper had published an editorial which had not pleased

the readers of the conservative community, and they still remembered it—the editorial continued to "stick in their crops."

Professor Adams led a brief discussion on the make-up of the weekly editorial page. Most of the editors agreed with the idea of dividing this page between editorial matter and features. He advised the placing of cartoons on this, rather than on the first page, since they are usually of particular editorial significance.

President Elmer E. Conrath inserted the suggestion that one editorial a week, dealing with a local subject, upon which the editor has thought deeply and which is well written, should usually be sufficient for any small weekly newspaper.

N. Y. DAILIES PLAN TO ADVERTISE STATE AS NATIONAL MARKET

PLANS for advertising New York

State as a market were outlined to the New York State Publishers Association by Frank E. Tripp, general manager of the Gannett Newspapers, at its summer meeting in Ithaca, last week. Approval was given to the committee's plans as so far developed. They call for simultaneous publication in all of the newspapers of the state, including those of New York City of copy designed to appeal directly to the manufacturers of the region, who according to Mr. Tripp include about 3,000 active or potential national advertisers. This method of developing national accounts in their local fields has been largely neglected by newspapers in the past, Mr. Tripp declared. Funds will be raised for the production of necessary art work and copy by assessment of the association membership.

J. B. Bingham, executive secretary of the association, reported to the membership on the progress of several labor conciliation and arbitration proceedings, with special attention to the arbitration between the Utica publishers and typographical union. Mr. Bingham's report was made in executive session.

The American Institute of Printing and Publishing, plans for which were outlined by members of the New York State association to the A. N. P. A. in April, is moving toward consummation. Ground for the site has been taken on option by President Frank E. Gannett and the pro-

posed institute will be incorporated by the directors of the association, under a resolution proposed by J. D. Barnum, publisher of the *Syracuse Post-Standard*. Funds for the institute have been promised to the extent of \$100,000 by New York City publishers the meeting was told by Mr. Gannett and Ross W. Kellogg, director of the Empire State School of Printing.

Frederick H. Keefe, publisher of the *Newburgh News* and chairman of the legislative committee of the publishers' association, the Associated Dailies, and the New York State Press Association, reported to all three on his success in stemming adverse enactments by the recent legislature.

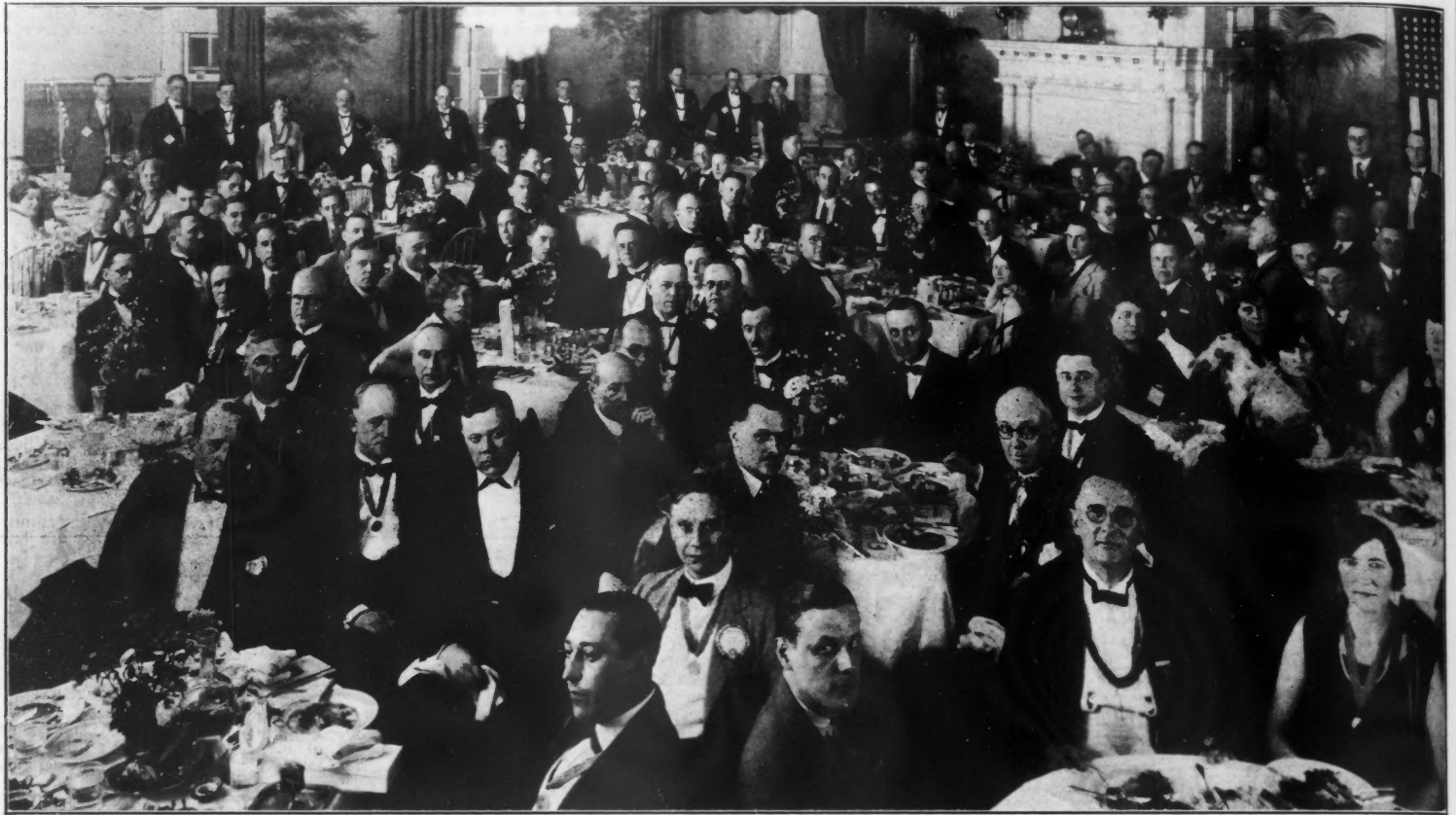
He called special attention to the threatened clean books law, which, while aimed at salacious books, magazines, and general literature, might by the loose terms of its construction, be turned against newspapers which offended innocently as well as those which apparently were not concerned with conserving good taste and morality in their columns.

He cited his argument against the proposed law prohibiting the identification of a girl or woman victim of criminal assault. The newspapers of New York State, he said, needed no such law, for their own codes of operation did not permit the branding of an innocent victim of such a crime. He was heard to the

(Continued on page 44)

# 15,000 ATTEND A. A. C. W. INSPIRATIONAL SERVICES

Rev. S. Parkes Cadman, Sounding Keynote at Huge Sunday Afternoon Meeting Extols Power of Advertising Writers to Increase World's Happiness—Mayor Kendrick Welcomes Delegates



Banquet of Board of Club Presidents of the International Advertising Association held at the Poor Richard Club, Philadelphia, Tuesday evening.

"**M**AN'S power to conjure images in the creative force behind a greater civilization of the future," declared the Rev. S. Parkes Cadman, president of the Federal Council of Churches of Christ, in his keynote address before the inspirational session of the A. A. C. W. Sunday afternoon. His audience, the largest which has yet crowded into the new municipal auditorium on the sesqui-centennial grounds, was estimated to number more than fifteen thousand persons.

Dr. Cadman, speaking on the topic, "Advertising and Imagination," extolled the power of the advertising writer to increase the world's happiness and ability to lead a more interesting life.

Official welcome to the city was delivered by Philadelphia's mayor, S. Freeland Kendrick, who coupled with his greetings a plea that the advertisers appoint a special committee to confer with the officials of the sesqui-centennial association on the best means of advertising the exposition to the world.

President Woodbridge, in his response, acted immediately upon the mayor's request and named Samuel C. Dobbs, Atlanta manufacturer and a past president of the A. A. C. W., to head the committee.

"It is my fervent hope," said Mayor Kendrick, "that this exposition may inspire a new feeling of understanding among nations and that the sesqui-centennial may be the means of bringing about a new declaration of Independence that will effect peace on earth, goodwill to men."

In similar vein was President Woodbridge's response.

"We are here, my friends, representing 14 different countries, 30,000 individuals," he said. "It may seem strange to some of you to say that advertising is the cause of our being in Philadelphia, but

not so, my friends, for advertising is the moulder of public opinion and public opinion is the motive power of modern nations.

"Advertising, then is too great a power to be trifled with, too mighty to be misused, too inspiring to be untrue. We use this power as makers, sellers, and buyers of advertising. We intend to use it as a public benefit. As a public benefit, advertising will become the stabilizer of business, and business talks a common language, the language of trade. Trade follows the flag of mutual understanding, and let us remember that nations live by doing business.

"This association is but one of many in which the spirit of co-operation among men has developed a desire for advertising of high ideals and advertising that will create common understanding of those ideals for the purpose that nations may dwell together in greater harmony; and I say to all of you who have come to Philadelphia it seems to me indeed fitting that we should come to this city of brotherly love to pursue further the objects of our association."

Following the musical program which opened the meeting, the Divine blessing was evoked by Rev. Floyd W. Tompkins, D. D., rector of Holy Trinity Episcopal Church.

Howard C. Story, president of the Poor Richard Club of Philadelphia, welcomed the delegates in the name of advertising.

"We believe that Poor Richard represents the real Philadelphia which is rich in American ideals and which is often called the greatest American city, and birthplace of advertising, and is now celebrating the Sesqui-Centennial, the 150th anniversary of the birth of this great nation of ours," he said.

"The man who had a large part in supplying our ideals with his guiding impulses is the patron saint of the Poor

Richard Club, Benjamin Franklin—the great printer, journalist, diplomat, inventor, philosopher, and Father of Advertising.

"Our new club house, the doors of which are wide open to receive you, was dedicated to Franklin, and we are carrying on the sound influence of his wonderful personality, building well for city and for advertising.

"Poor Richard seems to thrive on responsibilities. We have built and finished a \$300,000 club house and assumed responsibility to act as host for this big Convention which begins today, all in one year. Again we say we are happy that you are with us and may we hope that you will get much good out of this international business Congress. We also hope to so entertain you that you will truly say in Philadelphia there'll be nothing blue but the sky."

H. H. Charles, former president of the Advertising Club of New York, presented the official program to the meeting and upon motion of Rowe Stewart, past president of the A. A. C. W., who presided at the inspirational session, was awarded the convention's thanks.

Among those who occupied the platform besides Mayor and Mrs. Kendrick and their retinue, were:

Samuel C. Dobbs, past president of the A. A. C. W.; Benjamin Bache Huntington, great-great-grandson of Benjamin Franklin and an honorary member of the Poor Richard Club; Charles C. Green, president of the Advertising Club of New York; Dr. B. F. Martin, Dubuque, Ia.; Jesse H. Neal, secretary-treasurer of the A. A. C. W.; W. Frank McClure, chairman of the National Advertising Commission; Miss Ethel B. Scully, who represents the women's clubs on the executive committee; Mrs. Bernice Blackwood, president of the Federation of Women's Advertising Clubs, and Andre Kaminker, representing Etienne Damour,

president of District 17 of the A. A. C. W.

Prior to the ceremonies at the sesqui-centennial auditorium, the delegates were received by Mayor Kendrick at Independence Hall in the room where the Declaration of Independence was signed. Mayor Kendrick stood before the rostrum and shook the hand of each distinguished guest as he was introduced by Messrs. Story and Stewart.

"You are standing on holy ground," the Mayor said. "Here gathered men whose courage and spirit of sacrifice made possible this great nation. In the outer corridor you will see the Liberty Bell, whose voice for liberty was heard round the world.

"I am sure that the spirit of Benjamin Franklin, the patron saint of advertising, is here with us today and that William Penn, from the tower of City Hall, nods his blessing to you.

"We hope that you will carry back to your homes a vision of the greatness of our city and our hospitality."

## Gimbels Entertain Ad Women

Five hundred women members of the advertising delegation in Philadelphia were entertained Wednesday noon by Gimbel Brothers Store at luncheon. Ellis A. Gimbel welcomed the visitors. Other addresses were made by Mrs. John Hanna Cross, chairman of the committee on arrangements, and Miss Blanche Fisher, assistant director of advertising of the store.

## French Delegation Shows Film

The French delegation to the Philadelphia advertising convention invited all delegates to attend an exhibition of their film, Hugo's "Les Miserables" at the Forrest Theatre, Thursday evening. The delegation engaged the theatre for the occasion.

# AGENCY MEN ANALYZE NEW TRENDS

Space Buying Work for a Specialist—Say Improvement of A. B. C. Statements Is Needed—Many Advertisers Join in Interesting Debate on Methods

By JAMES M. MOSELY

HOW one manufacturer recently created 154,084 agate lines of local advertising for newspapers as a by-product of a national advertising campaign was related by Guy H. Richards of Erickson Company, Inc., agency, New York City, in his talk on the 22d on "The work of the media department" at the Associated Advertising Clubs of the World.

The agency submitted to each newspaper which was to carry 15,000 line contracts in scores of cities a complete plan of action for lining up space from the local dealers in advance of *Congoleum Week*. A letter from the agency accompanied a portfolio of material, outlining how a year previously newspapers had benefited by selling tie-up space and a number of definite ways to go about it. Hundreds of mats were furnished without charge.

"This type of service is but a side-issue of the work of the media department, but is only one of many ways an agency can help a client get more value out of his appropriation at the same time it provides more linage for the newspapers. I estimate that altogether, the campaign to which I refer obtained an aggregate of 300,000 lines paid for by dealers, or 100 lines by dealers for every 300 we placed.

"Through check-ups with other agencies, I believe that more than 300,000,000 lines of collateral advertising were created for the newspapers last year by advertising agencies, paid for by the local dealers to take the benefit of the manufacturer's advertising which was running in the newspapers at that time.

"Before an agency can bring to bear its knowledge of media, it must first know all about its client's product, his market, all about his sales program, and his problems in general. Only if it has this basic knowledge can it make intelligent recommendations. A clear insight into its client's business, a dispassionate unprejudiced view of media values, and a selection from the one to fit the needs of the other are essential."

The three jobs for a media department, he declared, are to study media values, deal with publications and handle the large amount of detailed labor involved in placing and checking orders. Instead of buying circulation, he pointed out, an agency really is buying a market, attention value, and human reactions. The size of the appropriation should not be permitted to raise havoc with appraisals.

Mr. Richards poked fun at the attitude of certain manufacturers who try to dominate the buying of space on snap judgment. He declared that since there are 25,000 publications with 250 million circulation, space buying should be done by a specialist. Direct communication with readers should be one source of information for such a specialist. Another source should be A. B. C. statements which cover 129 million circulation, but which should be available for more.

Improvement and amplification of present A. B. C. statements is much needed and when brought about should not attempt to deal with quality, he gave as his view, and told how his agency maintains over five thousand folders with information about the most frequently used publications.

H. E. Lesan, president of the H. E. Lesan Advertising Agency, New York City, was in charge of the agency sessions, which were under auspices of the American Association of Advertising Agencies at Bennett Hall, University of Pennsylvania, Philadelphia.

Roy S. Durstine of Barton, Durstine & Osborn, Inc., New York City, president of the American Association of Advertising Agencies, opened the sessions with an outline of the scope of the modern advertising agency, pointing out that,

although the detail of preparing and placing is important, the real contribution of the agency to business is creative. He explained that advertising agency service has not been standardized because agencies are essentially individualists and, to some extent, specialists, they vary in size and are at various points of evolution.

Many fields in which changes in economic and social conditions offer new advertising opportunities for the agency to develop new accounts were suggested by R. S. Simpers of McLain-Simpers Organization, Philadelphia.

"The advertising agent is that specialist in the field of advertising because he has been the great creative factor in its development," this agency executive stated. "The time is past when an agency can obtain enduring business by the mere submission of copy and pictures or by superficial inducements alone. The agent who peddles his services which are merely incidental to our work cannot survive in competition with those who sell their work for its truly professional value.

"Not in all the tremendous growth of advertising has there been greater opportunity for development of new accounts. The successful advertising agent will be the one who most vigilantly watches, who most thoroughly studies, and who is most alert in recognizing the advertising opportunities created by the fundamental trends of our times."

As examples of how current trends open up chances for new advertisers, he cited the income tax laws which gave bank and insurance companies a new way to advertise, how style changes make it possible to advertise new commodities, such as even razors to women. The coal strike gave a chance to push a substitute for coal. Prohibition paved the way for new advertisers of soft drinks, candies, etc.; oil as a fuel led the way for advertising of oil burners. The smoke nuisance in cities has suggested advertising of various articles; bus transportation just now is heading up as a big future advertiser, and numerous other changes have brought and are bringing opportunities which the advertising agency man should seize upon.

To show the shift of advertisers to work with agencies, Mr. Simpers took figures of an architectural magazine, which indicated that now as contrasted with five years ago, the majority of its advertisers work through an agency and that these have shown the largest increase in space.

"The big task of advertising is to select from the entire population with as little waste as possible those people who are able to buy and make them willing to buy when they are ready, or, in some cases, to stimulate both willingness and readiness," Paul T. Cherington, formerly of the Harvard Business School, and now with J. Walter Thompson Company, New York, gave as the keynote for agency research in an address on "Getting the facts through a survey."

"Everybody is a prospect for drinking water because no one could live more than a few hours without it," he said, "but only a few would be prospects for diamonds at high prices.

"Special conditions, such as local preference and racial influences have to be taken into consideration. For instance, there are more Irish in New York than Dublin, more Jews than in Palestine and more Italians than in Rome. It is vital to get a true cross-section of one's prospects.

"Simple and short questionnaires include questions of fact, such as 'Do you use so-and-so?' which may be answered by 'Yes' or 'No' or questions of opinion. The former is easier to tabulate. It should cover enough to give a real cross-section—statisticians opine that there should be at least 1,000. It should be planned to give the maximum of information as cheaply as possible and to show up any unusual conditions which may exist.

Mr. Cherington recalled an experience in which he had supervised an investigation among 250 carefully chosen jewelers. The manufacturer had insisted on at least three or four thousand being covered. This was done, but the results varied only 2 per cent from what had been found about the 250.

"In recent years much progress has been made in the study of methods of reaching prospective or possible future buyers," the speaker commented. He referred to a survey of magazine subscribers carried on at Cincinnati under the American Association of Advertising Agencies.

"Facts must come first in every advertising campaign" Milton Towne of the Joseph Richards Company, New York City, emphasized and gave an example from his experience to show how this may be applied to increase sales.

"The old order was inspiration first and fit in the facts after. 'Think me up an idea that will increase my sales and I

will advertise" straight-armed the manufacturer. "I will," said the agency man blithely. On such shallow foundations were erected certain familiar advertising edifices that are now being shored up to permit the building of sounder, deeper sub-structures."

Centrality in advertising copy formed the theme of a talk by Robert Tinsman of the Federal Advertising Agency, New York, who laid down these rules for a productive advertisement:

1. It must be planned to arrive.
2. It must tell the truth to be believed.
3. It must be attractive to be read.
4. It must be demonstrable to sell.

"Advertising is apparently leaving the journalistic phase and coming into the art phase" W. H. Beatty of the Newell-Emmett Company of New York said on "Art."

He decried the tendency of many to imitate as due to laziness, which he said in some cases is almost snobbish. He declared prettiness a danger in art when stupidly administered.

"A lot of us are buying names in buying art and a lot of us are buying atmosphere, some of it almost a vacuum," he commented. "The real test of good art is: will the public understand it? Can the public read it and get the story? Successful advertising must have a balance of copy, art and type for best work."

Greetings from the Advertising Club of Dublin were brought by Patrick T. Montford, formerly advertising manager of the *Dublin Freeman's Journal*, who claimed advertisers are overlooking a sales opportunity in skipping Ireland.

"More than \$50,000,000 is being spent to develop the water power of the River Shannon," he explained. "About a year from now there will be enough electrical power available to take care of half a million homes. Manufacturers of electrical equipment and appliances who are on the job can reap a harvest about a year from now.

"American automobile manufacturers also are overlooking a chance for sales. Our market, popular impressions to the contrary, is able, willing and ready to pay for what it buys."

The many collateral services rendered by the modern agency were described by Fred J. Ross of the F. J. Ross Company, New York, on Wednesday morning. He selected from his own experience the marketing of a soap to show how the agency helped create the name, package and entire plan of sales attack.

The application of business principles to the internal operation of an agency was discussed by Harrison Atwood of H. K. McCann Company.

He listed the main departments of a large agency as management, contact, market research, media and space buying, copy, art, mechanical, contract and order, accounting, central control, and new business. In many instances, he said, standards of practice, records and instructions are in written form.

Leon Renier, Jr., commercial manager of the Agence Havas, Paris, was introduced to the group as also was Marcel Knecht, general secretary, *Le Matin*, Paris, who spoke on the modernizing of the buying habits of the French, their increased purchasing power and willingness to spend for travel and luxuries and their desirability as a market.

Eugene McGuckin, head of the Eugene McGuckin Company, Philadelphia, estimated that if advertisers had to try to do for themselves what agencies do for them, it would cost them treble what it does now and newspapers and magazines would have to increase rates greatly.

## FROM THE WHITE HOUSE

PRESIDENT COOLIDGE sent the following message to the Associated Advertising Clubs of the World, and read by President C. K. Woodbridge at the opening general session Monday morning:

"Please extend to the Associated Advertising Clubs of the World my cordial greetings and good wishes. Your organization is representative of a new field of activity where high principles and right leadership is vital. I am sure that your convention will bring a fuller sense of the duties as well as the advantages which advertising carries with it.

"CALVIN COOLIDGE."



## CLASSIFIED MEN PLAN CO-OPERATIVE PROMOTION CAMPAIGN—RE-ELECT NAX

Association Votes to Employ Agency to Prepare Copy for Simultaneous Use in Member Papers—Green Describes B. B. B. Clean-up Work

(By Telegraph to EDITOR & PUBLISHER)

C. W. NAX, of the *St. Louis Globe-Democrat* was re-elected for a second term as president of the Association of Newspaper Classified Advertising Managers at its seventh annual convention held in Philadelphia in connection with the meeting of the Associated Advertising Clubs of the World.

Other officers elected were: Walter W. Murdock, *Detroit Free Press*, first vice-president; James A. Doherty, *Providence Journal and Bulletin*, second vice-president; Harold A. Dryden, of the *Peoria Star* was re-elected as secretary and Jas. McGovern of the *Albany Knickerbocker Press* was selected as treasurer. W. R. Huffman, *Tulsa World*, C. A. Sargent, *Miami Herald*, and H. D. Coff, of the *New York American* were elected to fill the vacancies on the board of directors.

Fred L. Tate, of the *Toronto Star* was selected as a member of the National Commission, to fill the vacancy caused by the transfer of W. W. Miller, *New York Times*, to the display advertising field.

C. C. Armstrong, of the *Cleveland Press* was named editor and manager of the *Classified Journal*, monthly magazine of the Association. The by-laws were amended to admit to associate membership classified managers of farm papers and newspapers of foreign countries.

The only speech of the four day convention which was held in Price Hall of the University of Pennsylvania was that of E. L. Green, Manager of the National Better Business Bureau. Mr. Green pointed out how the classified investigation work of the Bureau was started by the Association of Newspaper Classified Advertising Managers and carried on with their co-operation. During the past year more than 400 bulletins were issued by the Bureau, giving detailed information as to the operating methods of questionable advertisers. These bulletins are merely informative, Mr. Green pointed out and made no recommendations, but placed the responsibility of determining whether the copy should be published up to each newspaper. Mr. Green stated that the greatest value of the bulletins was the fact that they were awakening in the minds of newspaper executives a greater realization of the value of excluding from the classified columns all fraudulent or misleading advertising. One of the greatest difficulties in endeavoring to stamp out bad classified advertising is the lack of standardized rules of censorship on the newspaper. To overcome this, Mr. Green suggested that the Association get all its members and newspapers not in the Association to adopt a simple broad standardized set of censorship rules, particularly regarding help wanted advertising. Mr. Green submitted such a set of rules for the consideration of the Association which decided to carry out the suggestions. The first session Monday morning was called to order by President Nax, who outlined the progress of the Association during the past year, showing that it had more members than ever before and had done more for its members than before. Almost 100 members were registered. Harry Gwalney, of the *Milwaukee Journal* was appointed chairman of resolutions committee and J. H. Butler, of the *Houston Chronicle*, chairman of the nominating committee.

After organization the chair was turned over to Walter W. Murdock of the *Detroit Free Press*, who conducted a round-table discussion on the subject. "Fundamentals of Salesmanship Applied to Classified Advertising" topics dealt with were, the selection of employees, preliminary training of salespeople, methods of paying sales men so as to produce the greatest results.

The second session was devoted to the subject of "developing voluntary business," and was presided over by Mr. Gwaltney. Not only were the principles of developing this type of business discussed but many delegates told of successful methods which they had used. It was the consensus of opinion that voluntary advertising was essential to a successful strong classified advertising medium and that the ways of building it was to make the paper productive to advertisers and make it easy to insert an advertisement in the paper. The next session was devoted to "Promotion" and led by C. L. Perkins of the *Chicago Herald and Examiner*.

At this session it was pointed out that the advertising of the classified advertising columns was the most important essential in the building of strong classified medium since by proper promotion readers could be created for the classified advertisements, thus bringing greater results to the advertisers, in turn creating more advertisers and solving in a great degree all of the selling problems. Every newspaper was urged to do not only more promotion but more intelligent promotion, making display space in a newspapers own columns the backbone of all campaigns. To supplement the local campaigns used by the various members, it was decided that the Association should employ an advertising agency to prepare a campaign of a general nature to sell the public on the "market place" aspect of the classified columns and their efficacy in supplying all the existing needs of mankind. This campaign is to be released to members at cost and as far as possible each piece of copy is to be run in all papers on the same dates giving the campaign all the aspects and advantages of a national campaign.

R. E. Seiler, of Los Angeles, acted as chairman of a session devoted to "Service," at which the importance of rendering complete and satisfactory service to the advertiser was essential.

The final meeting was led by Fred L. Tate of the *Toronto Star* and dealt with a discussion of credits and collections.

### SUIT AGAINST AGENCY FOR ACCOUNTING ENDS

Litigation Brought by Clem Shaver, as Democratic Party Chairman, Against Van Patten, Inc., Is Dropped by Order of Justice Ford

Suit of Clem L. Shaver, as chairman of the Democratic National Committee, against Van Patten, Inc., New York advertising agency, was discontinued June 21, by Supreme Court Justice Ford in New York. Van Patten, Inc., had the contract for placing campaign advertising during the John W. Davis Presidential campaign in 1924.

By Justice Ford's order both the suit of the committee against Van Patten, Inc., for an accounting of the funds paid by the committee for the advertising, and the counter claim of the agency, filed as a separate action, for nearly \$85,000 for breach of contract, are dropped. The Van Patten suit was based on allegations that the committee promised to place \$600,000 worth of advertising with the Van Patten agency, and requested the latter to plan a national campaign on that expenditure, and then spent less than \$100,000.

An examination of the papers this week disclosed that the negotiations for withdrawal of the actions started after the Van Patten agency had been directed to give full particulars of its counter claim for 15 per cent commission, based on the expenditure of \$600,000.

## BRITISH VISITORS TO PHILADELPHIA



A group of British delegates to the Philadelphia A.A.C.W. convention. They are (left to right): Thomas Philpot, Herman Backert, Wallace Attwood, Cecil Bernstein, C. C. Bowman and Mark Goulden.

### Baldus Heads Catholic Press

Simona A. Baldus, managing editor of the *Extension* magazine, Chicago, was elected president of the Catholic Press Association of the United States and Canada, which ended a four-day convention in Detroit, Mich., last week.

### Albuquerque, N. M., Merger

The *Albuquerque* (N. M.) *Herald*, evening, and the *Albuquerque Journal*, morning, are now being published as a single paper with morning, evening and Sunday editions under the *Journal* masthead. T. M. Pepperday is publisher.



Today  
in Jacksonville

Pictured is the palatial Park Lane Apartments under construction on the banks of the St. Johns River. It expresses concrete evidence of the need of housing facilities for growing Jacksonville. This is one of the buildings under construction in the \$2,000,000 building program started April 1st.

Jacksonville's greatest newspaper will soon be serving the Park Lane tenants the same as it is now serving 95% of the city's population.

The Florida Times Union  
— JACKSONVILLE —

DAILY 53,000 SUNDAY 70,000

# Distinctive Circulation of The New York Times

THE NEW YORK TIMES has the largest number of readers of high quality of any newspaper. It appeals to intelligent, thinking persons.

Conviction and lasting confidence are most firmly established among intelligent persons. Their good will, once acquired, not easily swayed, is the most valuable asset an advertiser can have.

The New York Times has the largest circulation of any standard size New York morning newspaper and a larger circulation than any New York evening newspaper except the Evening Journal. The net paid average daily and Sunday sale of The Times for the six months ended March 31, 1926, was 392,695 copies—a gain of 10,690 over the record of the previous six months and a larger gain than any other New York morning newspaper of standard size.

In New York City and its suburbs the average daily and Sunday circulation of The Times is greater than that of any other standard size New York newspaper except the Evening Journal.

But it is not so much to the quantity as to the quality of its readers that The Times draws attention. The Times is strictly a newspaper. The Times is unequalled in its enterprise in assembling complete and accurate news, in the promptness and ability with which it presents the most reliable report of whatever interests intelligent readers throughout the world.

The Times offers nothing but its own high quality of news, and has thus gained the strong interest and confidence of the thinking people, who bought in the month of May an average of 366,421 copies on week days and 611,521 copies of the Sunday edition.

The confidence of readers and advertisers extends to the advertising columns of The Times. For years The Times has been the advertising leader in the greatest market in the world.

In five months of this year The Times published 12,843,818 agate lines of advertising, a gain of 1,322,484 lines over the corresponding period of 1925 and an excess over the second New York newspaper of 4,765,934 lines.

In May, this year, The Times made a greater growth in advertising over the corresponding month of last year than any other morning newspaper in the United States.

In advertising, as in circulation, The Times takes greater pride in quality than in volume. The Times subjects all advertising to censorship, and declines the fraudulent and misleading.

The Times refuses more advertising than any other newspaper.

## \$25,000 IN ADVERTISING PRODUCED \$100,000,000

Appropriation of Maine Legislature Increased—Tourist Business 30 Per Cent in 1925, Coe Tells A.A.C.W. Delegates

"Twenty-five thousand dollars appropriated by the Maine Legislature in 1925 for advertising the State resulted in 30 per cent increase in resort and tourist business over any previous year" said Harrie B. Coe, manager, Maine Publicity Bureau, addressing the Community Advertising Session at the international advertising convention of the Associated Advertising Clubs of the World in Philadelphia Wednesday. "This money was used exclusively for newspaper and magazine advertising and it was specifically stated in the campaign that not one cent of it would be used for salaries or overhead expenses.

"In June, July and August 20,679 automobiles registered at the Publicity Bureau's office in Portland, and using the American Automobile Association's figure of an average of three and one-eighth persons to a car, shows that more than 60,000 people were served in that way. They represented every state in the Union and many foreign countries. Letters, keyed to the newspaper and magazine advertising, were received to the number of 10,221, all properly answered.

"Each person vacationing in Maine that year averaged to spend \$90.53, thus the tourist business brought into the State of Maine last year nearly \$100,000,000. One summer hotel alone had receipts of over \$500,000 chiefly from out of state people.

"What has all this brought to the State of Maine?" said Mr. Coe in summing up. "In addition to the \$100,000,000 left by the tourists, which seeps through all the channels of business life, the records of the register of deeds offices throughout the State show more than 2,000 sales of land and buildings to non-residents during the past year.

"Industrial and recreational projects under way are estimated at \$175,000,000. The largest of these is the Passamaquoddy project, which proposes to harness the tides of the sea to generate power, and which is a project of \$100,000,000. No doubt many will say this has nothing to do with tourist business, yet the fact remains that Dexter P. Cooper, the man who is putting over the project which has recently received favorable consideration by the Federal Government in Washington, first went to Passamaquoddy Bay 17 years ago as a summer tourist. The Insull interests are developing a \$4,000,000 hydro-electric project on the Androscoggin River. The Lucerne-in-Maine project in the vicinity of Bar Harbor, a cottage and club house colony, is a \$5,000,000 development. Other similar projects are springing up all over the state.

"That is the story of Maine in a nut shell. It shows merely a start of what

has been done to back industrial and agricultural development, for the best way to bring such opportunities before the people is to bring them to Maine to play and our slogan has been 'Bring them to play, persuade them to Stay.'"

### Butterick Magazines to Merge

Merger of the *Delineator* and the *Designer*, Butterick magazines, effective with the November issues, was announced last week by S. R. Latshaw, president of the Butterick Publishing Company. The combined magazine will be known as the *Delineator*. The *Delineator* was founded in 1869 under the name of the *Metro-politan Monthly*. Its name was changed in 1875. The *Designer*, founded in 1887, is published by the Standard Fashion Company, Butterick subsidiary. Mrs. William Brown Meloney will continue as editor of the merged magazines.

### MRS. CAROTHERS LEADS WOMEN'S AD CLUBS

Mrs. Blackwood Retires to Seek Post on A. A. C. W. Executive Board—Hazel Ludwig New Vice-President

Mrs. Minna Hall Carothers of New York received the unanimous vote of the 650 members of the Federation of Women's Advertising Clubs for the presidency. She succeeds Mrs. Bernice Blackwood of Chicago, who retires to run for membership on the executive committee of the A.A.C.W., filling the place now held by Miss Ethel B. Scully. Mrs. Carothers has been vice-president of the women's group and will be succeeded in that post by Miss Hazel Ludwig of St. Louis. Mrs. Ellen S. Patten, Philadelphia advertising expert, withdrew on Tuesday in favor of Miss Ludwig.

Speakers at the luncheon at which the association's business meeting was held included Lt. Col. E. F. Lawson of the *London Daily Telegraph*; Edith M. Burtis, syndicate writer for the *Public Ledger*; and Miss Ludwig, who is manager of the research department of the D'Arcy Advertising Company and a past president of the Women's Advertising Club of St. Louis.

### Hearst Sues for Libel

William Randolph Hearst on June 17, acting for his son William Randolph, Jr., filed suit for \$125,000 damages for alleged libel against the *Los Angeles Record*. The case involved a wrecked automobile.

### McCLURE AGAIN HEADS AD COMMISSION

Warfel Re-elected Executive Secretary, Burbach Vice-Chairman—Kettredge Succeeds Hatfield as Secretary

W. Frank McClure of Chicago was re-elected for his ninth term as chairman of the National Advertising Commission at its meeting in Philadelphia Monday during the A. A. C. W. convention.

Robert A. Warfel of New York was re-elected executive secretary; George M. Burbach, advertising manager of the *St. Louis Post-Dispatch* and representative on the commission of the Association of Newspaper Advertising executives, was re-elected vice-chairman. E. H. Kettredge of Boston was chosen secretary, succeeding Charles V. Hatfield of St. Louis, who resigned after 10 years' service.

The National Advertising Commission is composed of 81 representatives from the 27 departmental bodies of the Association and meets four times during the year for conduct of the Association's business and execution of major policies.

### N. Y. Newspaper Club Seeks New Home

A new home is being sought by the Newspaper Club of New York, to be occupied when its present lease expires the first of next year. The board of directors has appointed a committee to seek better quarters.

### C. H. K. Curtis Donates \$50,000

Cyrus H. K. Curtis has presented Drexel Institute with a \$50,000 cash gift. He designated that the fund be spent at once for equipment and apparatus. Mr. Curtis is a member of the Institute's board of trustees. Two years ago he gave \$100,000 in an endowment campaign conducted by Drexel.

### ENWRIGHT BUYS TWO POUZZNER PAPERS

Boston and Lynn Publisher New Owner of Lawrence Evening Telegram and Sunday Sun—Mrs. Pouzzner Retains Lowell Telegram

Frederick W. Enwright, publisher of the *Boston Telegram* and *Lynn Telegram-News*, this week purchased the *Lawrence (Mass.) Evening Telegram* and *Lawrence Sunday Sun* from the estate of the late Benjamin F. Pouzzner of Lowell. Although the purchase price was not made public, it is understood to be in the vicinity of \$375,000, at which sum Mr. Pouzzner bought the Telegram plant several months ago.

Mr. Enwright will take over the management of the papers at once he announced.

Mrs. Pouzzner retains control of the *Lowell Sunday Telegram*, which was also owned by her husband.

The sale was made through Palmer, DeWitt & Palmer, newspaper brokers, New York.



Mrs. M. H. CAROTHERS

Only the readers of a newspaper count with shrewd advertisers as "circulation." In Brooklyn, the Standard Union circulation has been built without a gift scheme of any description.

R. G. R. Hunsiman  
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

## "MY IDEAL GIRL" By 48 Famous Men

Each Article Illustrated with Half-Column Cut in Mat



Rudolph Valentino, Ziegfeld, Jean Patou, Milton Sills, Douglas Fairbanks, James Montgomery Flagg, Ted Shawn, Cecil DeMille, W. T. Benda, Rod LaRocque, Will Irwin, Josef Hofmann—these are only a few of the contributors to this great woman's page series.

LEDGER SYNDICATE  
INDEPENDENCE SQUARE PHILADELPHIA, PA.



# A People Who Follow The Advertised Product

*Residents of the Times Area*

## Trenton, N. J.

In this territory you increase the per cent response per dollar spent in advertising.

In Trenton industry is represented most every important product which the world needs and uses in its everyday life.

---

*Cover this market completely through*

# The Trenton Times

*National Representatives*

## KELLY-SMITH COMPANY

Marbridge Building  
New York City

Waterman Building  
Boston, Mass.

Atlantic Building  
Philadelphia, Pa.

Tribune Tower  
Chicago, Ill.

# WORLD CO-OPERATION SUPREME ISSUE TODAY

Barton Urges I. A. A. to Join with U. S. Chamber of Commerce in Seeking Reasons for Hatred of U. S. Abroad—Woodbridge Urges World Peace at Opening Session

"WHAT Is There Left for Advertising to Do?"

The program committee asked the question for Bruce Barton to answer at the opening general session of the Associated Advertising Clubs of the World, held at the Philadelphia Academy of Music, Monday morning.

Mr. Barton answered the question in a manner new to gatherings of the Associated Clubs, where the note of international good will has been sounded for years past by speakers representing many races. With the flags of 14 nations drooping gracefully about the Truth medallion of the A. A. C. W. suspended above his head, Mr. Barton proposed that the A. A. C. W. offer its services to the United States Chamber of Commerce in a survey to find out why the entire world hates the United States.

"Is there a man in this audience who has not experienced a deep sense of apprehension as he surveys America's limitless prosperity and the precarious condition of America in the world?" asked Mr. Barton. "We have a major portion of the world's wealth and almost a monopoly of the world's envy, jealousy and resentment. Not an entire monopoly, for Frenchmen still hate Germans, and Italians hate Austrians, and Poles hate Russians. But every nation hates us. Whether we deserve it or not, whether we have acted generously or meanly, whether we have been wise or merely penny-wise, the fact remains that there is in the present bitter feelings of the nations the making of a conflict which could not only hurl us down from our present high position, but would, in destroying us, destroy civilization itself.

"What is the remedy? Must conditions drift until a crisis brings destruction? Must the old fashioned machinery of diplomacy be relied upon alone to deal with conditions which as all history since 1914 has proved are far beyond its capacity? Isn't there some way in which the business brains of all the world can be brought to bear upon this universal problem?"

"Ought not advertising in its largest aspects to be the imagination of business? Is it not our function to leap ahead of the present in our thinking and to dare to concern ourselves with problems which are frankly beyond our own unaided power? We have such a function, I believe, a definite responsibility. If I were a member of the resolutions committee, I should move to lay before the convention a resolution to this effect:

"WHEREAS, the members of the Associated Advertising Clubs are men and women who have been trained in the analysis of markets, in the discovery and charting of sales difficulties, and in the

formulation of sound selling policies, and whereas, the greatest danger which confronts American business is the growing distrust and ill feeling on the part of other nations toward America, RESOLVED: That the Associated Advertising Clubs of the World offer their services to the United States Chamber of Commerce for the conducting of a world survey, seeking to analyze the underlying causes of ill feeling toward America, and to spread the facts before the American people. To the end that the causes of this distrust and resentment may be removed in so far as it is within the power of American business to remove them; and that the business men of the whole world may co-operate in the establishment of a new basis for confidence, security and peace."

No such note was sounded by the other speakers of the morning session, all of them from foreign lands. Telegraphed greetings from the President of the United States, cables from Japan and from Milan, Italy, and a message of regret for his absence from Senator Paul Dupuy, proprietor of *Le Petit Parisien*, of Paris, were read to the delegates by President C. K. Woodbridge. Response to the president's greeting was made by George H. Patterson of Sydney, Australia; Jonkheer Willert Hoogland of Amsterdam, Holland; George S. Oettle, South Africa; B. W. Tingle, Montreal, P. Q.; Andre Kaminker, representing President Etienne Damour of District 17, A. A. C. W.; Dr. Marcel Knecht, for the press of France, and Sir William Veno, Manchester, England.

"Co-operation between all the peoples of the world is the supreme issue before mankind today," President Woodbridge opened his address. "This ideal can only be attained by voluntary association of large groups striving toward the common goal of companionship. It is not through international courts and political conferences that complete co-operation can best be brought about; it is through the closer association of business men and women. Advertising can do much toward furthering the ideal of universal co-operation." Sir William Veno, responding for England, said that the small size of the British delegation—it numbers about 40—was due to the recent strike, "which had dislocated business to some extent."

Affirming the great development of

advertising in France, Dr. Marcel Knecht, speaking for himself and for Leon Renier, Jr., as representative of the French Press, recalled that "the first conditions of a sound and useful advertising were the worldly diffusion of the newspapers as well as their national and local influence. There is no advertising without industrial and business production, and no advertising without the press."

"We need more foreign advertising in our French newspapers, and we must bring more French advertising to the American press, but we are not a wild and deserted island which needs the visit either of a new Christopher Columbus of advertising or the first encouraging words of missionaries of publicity. France and its press are progressive. They would not have chosen as their delegates to this great convention men like ourselves who believe especially in youth, in improvement, in international good will and reciprocal exchanges, if that had not been the case."

Likening the advertising and selling and journalism of the world to a League of Nations which should know no frontiers, Lieut. Col. Lawson discussed advertising in world terms.

"To advertising men, I say there should be no frontiers," he declared. "They are the forerunners and companions of trade and therefore pioneers of peace and civilization. Advertising is one of the greatest unifying influences in the United States, and in international scope, it is God's own way of forming an entente cordiale which makes the other ways not worth a farthing."

Sir Henry Thornton, K. B. E., chairman and president of the Canadian National Railways, pointed out the necessity for advertising.

"In the railroad world, the agate line, which you of the advertising fraternity employ as a unit of measurement, plays a large and useful part," Sir Henry said. "That is true particularly in the development of passenger business and respect to those railways which are greatly interested in presenting the allurements of transportation to tourists. Advertising to tourists has kept abreast of the general improvement in advertising as a whole and as an outgrowth of the old time-table ads of 10 or 15 years ago, we have today the highest type of sale copy, prepared and presented by experts—advertising

which excites the reader to travel and which is inducing countless thousands to turn their faces toward the beauty spots of America and Canada."

"If I wrote a book on salesmanship telling everything that I knew about it, the book would not be salable, because it would include only one page, and that page would be one of less than fifty words," said Edward S. Jordan, president, Jordan Motor Car Company. "Those words would probably be something like this:

"If you want to sell anything, you must be able to speak the English language, first. You must be able to speak it so that you can be heard in an ordinary room. You must tell what you think about your own product and tell it to all the people you possibly can, and that is all there is to salesmanship.

"The story about advertising is very much the same and quite as simple. The trouble with selling and advertising is that there are too many clever people connected with the business who are trying to make it complicated instead of making it simple. So I am going to give you a few fundamental answers to a few simple, fundamental questions and tell you how I apply them to my own business.

(Continued on page 24)

## HELM

The Man Who Makes Figures Talk

Distributed by

CURRENT NEWS FEATURES, INC.

EVENING STAR BUILDING  
WASHINGTON, D. C.

## NEW YORK GRAPHIC SYNDICATE

Chooses Certified Dry Mats



By Courtesy of New York Graphic Syndicate

To insure the best possible reproduction of its popular features, the New York Graphic Syndicate, after using various brands of mats, has chosen Certified.

We welcome them to our happy family of newspaper feature services.

How about your service?—Certifieds can mean just as much to you.

Getting the facts does not obligate you in any way.

### CERTIFIED DRY MAT CORPORATION

340 Madison Avenue

New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifieds

MADE IN U. S. A.

if you  
have something  
to SELL—

—and it's good.  
—and you want other folk to know it's good.  
—thrifty folk who have money and the habit of spending.  
—people who live in the prosperous Cleveland market

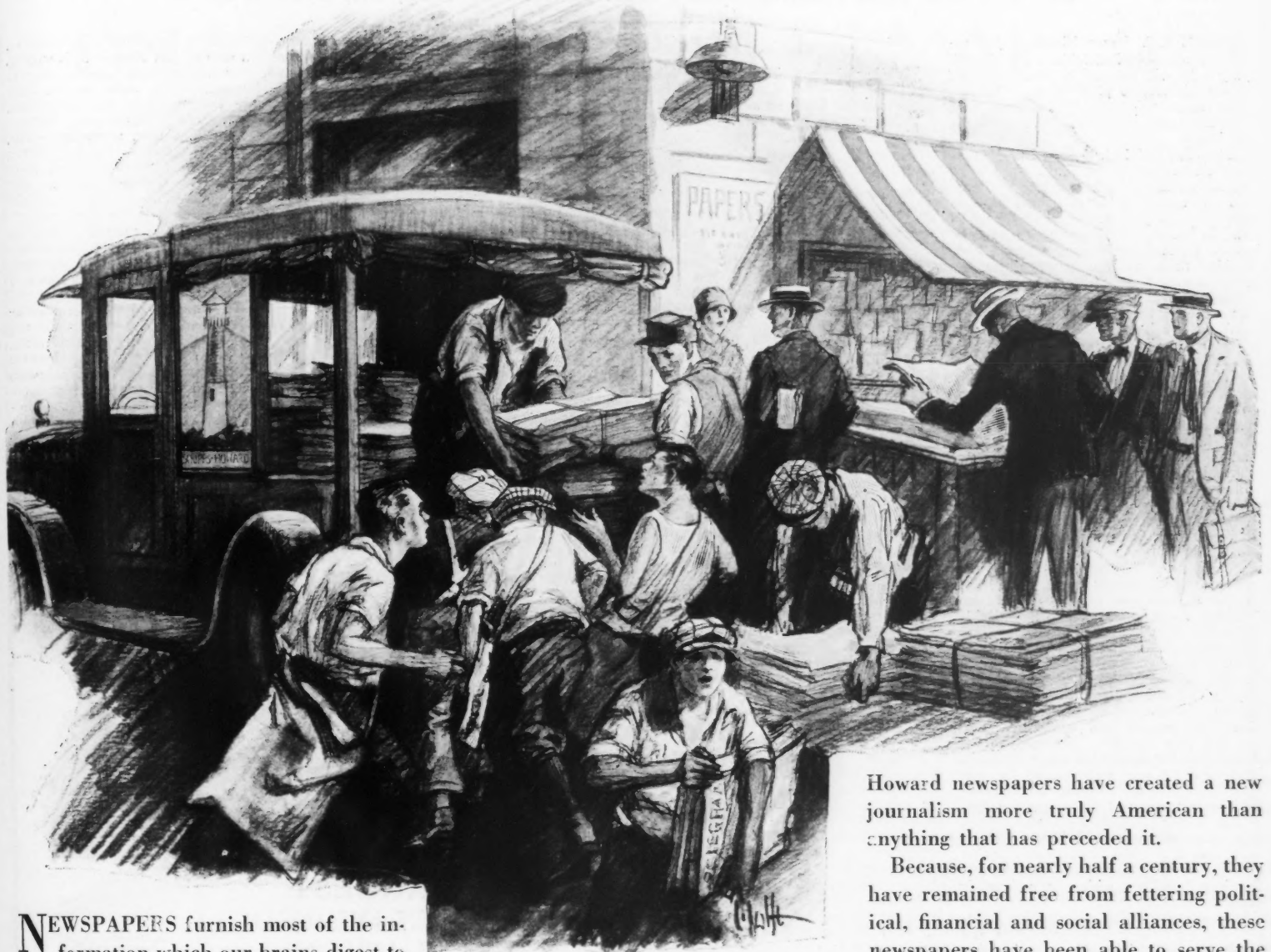
then—  
you must tell them about it through

The Ohio's Greatest  
Newspaper  
Cleveland News

DAILY and SUNDAY

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

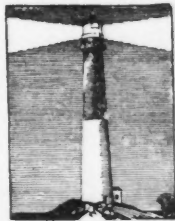
# THE New Journalism!



**N**EWSPAPERS furnish most of the information which our brains digest to provide the life-blood of public opinion.

You select food for yourself and family with considerable care. Wisdom dictates that you select your food for thought with equal care.

In twenty-four cities spread from coast to coast, more than a million and a half families are doing this through the pages of Scripps-Howard newspapers.



SCRIPPS-HOWARD

These newspapers offer a daily mental diet so sanely balanced as to stimulate development of that citizenship which is the nation's greatest asset and future hope.

Liberal on every economic question, fearlessly independent on every political issue, tolerant in the broadest sense of the word on every social problem, Scripps-

Howard newspapers have created a new journalism more truly American than anything that has preceded it.

Because, for nearly half a century, they have remained free from fettering political, financial and social alliances, these newspapers have been able to serve the public with a singleness of purpose that has merited and won nation-wide recognition.

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.

## SCRIPPS-HOWARD NEWSPAPERS

MEMBERS AUDIT BUREAU OF CIRCULATIONS MEMBERS OF THE UNITED PRESS

Cleveland (Ohio) - - PRESS	Denver (Colo.) - - EXPRESS	Youngstown (Ohio) TELEGRAM	Terre Haute (Ind.) - - POST
Baltimore (Md.) - - POST	Toledo (Ohio) - - NEWS-BEE	Ft. Worth (Texas) - PRESS	Covington (Ky.) KENTUCKY POST*
Pittsburgh (Pa.) - - PRESS	Columbus (Ohio) - CITIZEN	Oklahoma City (Okla.) - NEWS	Albuquerque (N. Mex.)
San Francisco (Calif.) - NEWS	Akron (Ohio) - TIMES-PRESS	Evansville (Ind.) - - PRESS	STATE-TRIBUNE
Washington (D. C.) - NEWS	Birmingham (Ala.) - POST	Knoxville (Tenn.) - - NEWS	* Kentucky edition of the Cincinnati Post.
Cincinnati (Ohio) - - POST	Memphis (Tenn.) - - PRESS	El Paso (Texas) - - - POST	<b>ALLIED NEWSPAPERS, INC.</b>
Indianapolis (Ind.) - TIMES	Houston (Texas) - - PRESS	San Diego (Calif.) - - SUN	National Representatives
			250 Park Avenue, New York, N. Y.
			Chicago                      Seattle                      Cleveland
			San Francisco              Detroit                      Los Angeles

# THIS PUBLISHER MAKES HIS PLANT HIS HOME

Philadelphia Inquirer's \$10,000,000 Structure "Built on Air" Over Freight Yards, With Dream Palace on 12th and 13th Floors, Where Col. James Elverson, Jr., Owner, Lives

By PHILIP SCHUYLER

WHEN Col. James Elverson, Jr., returns to Philadelphia from abroad, July 1, he will go straight from the train to the \$10,000,000 plant of the Philadelphia Inquirer, his paper, because he is a publisher who makes his office building his home.

The 12th and 13th floors of the Elverson building, completed in July last year, belong personally to Mr. and Mrs. Elverson and are fitted up as only a millionaire's two-story apartment can be furnished. It has its own electric refrigeration plant, a novel incinerating system, and, besides these modern practicalities, its many rooms are furnished with all the beauty and luxury money can buy. Here too are hung the paintings of Mr. Elverson's art collection which includes a \$50,000 Corot, "Les Baigneuses," purchased only recently.

Col. Elverson, one is told, enjoys his work as publisher enormously, and likes to remain near to it. When he closes his desk for the day in his offices on the third floor, he simply steps out to the elevator and is whisked upstairs to his comfortable salon, his library, his lounge, and his dinner. Because he keeps so close to his work, he knows personally many of the 1,400 men and women employed by the Inquirer. He is never away from his work long, unless it is for a short yachting trip on "L'Allegro," a trim little steamer, to his winter home in Florida, or for a houseboat party on board his "Golden Days," named for the weekly magazine started by his father, and the gold mine of the Elverson fortune.

Fifty-seven years old, Col. Elverson is in the prime of life and in splendid physical condition, with the exception of an eye infection contracted at the Sesqui-Centennial grounds just before he left on his last trip abroad. Warned by his doctor that he should not leave Philadelphia until his eyes were healed, he was determined to visit England for personal business reasons, and consequently ordered his doctor, Benjamin Franklin Baer, to pack up and come with him.

It was this same venturesome spirit that prompted him to build the present Inquirer building, which is unique in many details, but chiefly for the fact it is a huge manufacturing plant, office building, and publisher's home combined and "built on air." The Elverson building stands directly over the Philadelphia & Reading freight yards that run under Broad street, Philadelphia.

The idea of building a newspaper plant directly over the freight yards was as new in this century as Christopher Columbus's discovery of America in the fifteenth. Publishers were too polite to scoff openly at Mr. Elverson's proposal, but they most certainly watched the

*Editorial executives of the Philadelphia Inquirer work among American art masterpieces collected by James Elverson, Sr., whose son has his own fabulous gallery in his home on the 12th and 13th floors of the Elverson building.*

*These are but two hitherto unpublished details of the Inquirer plant, told in the second and last chapter of a history of the newspaper and its present publisher obtained by EDITOR & PUBLISHER. How a press room and delivery room are operated from the third floor are also told in this article.*

building grow with considerable interest.

The first year of occupation has demonstrated that Col. Elverson's idea was sound, according to H. E. Blackman, the publisher's righthand man. The theory was that the Inquirer's plant would be a combination paper storehouse and producing site, and Mr. Blackman said that in the first year \$100,000 has been saved in the cost of paper storage alone. Beneath the Elverson building is a railroad siding, capable of holding a train of 11 freight cars, and the lower floors are used to store advance supplies of newsprint.

Rolls of newsprint to be fed presses cannot be seen on the pressroom floor. This is because they are fed upward from the second floor of the building, known as the "reel room" into the presses direct. The entire plan of transporting the paper supply has been designed to obviate the needless hauling and labor formerly necessary.

Paper is taken directly from waiting freight cars to the storage room and from there in specially constructed cars to the reel room. A supply of between four and five thousand tons of paper is kept in the building at one time, which, however, is only enough for three weeks' editions of the Inquirer. Between 60 and 70 carloads of paper arrive at the Elverson building's unloading platform every week.

Workers have found it has increased pressroom speed and efficiency to have this important mechanical department of the newspaper on the third floor, adjacent to, and unpartitioned from the delivery and mailing room, instead of, as is customary, in the basement. Four lines of sextuple presses, comprising 48 units, and one high-speed Wood press, capable of printing 72,000 24-page papers an hour feed the delivery room. There is space left also for the addition of two more lines of presses.

Five lines of central moving belts carry the papers in bundles of 50 already counted by the presses to the shipping clerks at the far end of the press room. These shipping clerks take them from the central belt as they pass, wrap and tie them, and drop them through openings in their counting tables to a lower belt, which in turn convey them to spiral shutters. Down these chutes the papers

slide right on to the floors of trucks, and then are conveyed to newsdealers throughout the city and to trains for the army of Inquirer readers.

All this manufacturing detail of publishing is dear to Col. Elverson's heart. But there is another side of his nature. Like his father before him, he is a patron of American arts.

Charles H. Eustis, editor-in-chief of the Inquirer, and his editorial writers work in rooms that glitter with the oil and watercolor creations of American artists. These rooms are on the fifth floor of the Elverson building, a floor well worth a visit as an art gallery. A sum of \$250,000 is represented in these beautiful paintings. And, in his own home seven flights higher up, Col. Elverson has his own private collection.

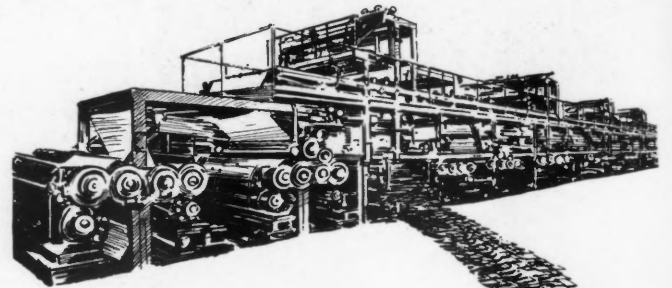
The first six floors of the Elverson building are given over to business, executive, and editorial offices. The offices of the business manager and treasurer are located on the second floor. On the

same floor all of the advertising solicitors, for both display and classified advertising, have their headquarters. In addition to Col. Elverson's own suite on the third floor are the offices of the circulation, accounting, and bookkeeping departments, John T. Custis, managing editor, and Harry B. Nason, Sunday editor, occupying the front of the fourth floor, together with the financial, business, and society editors, while the main editorial room is at the rear on the same level.

The whole plant, one is told, represents the materialization of Col. Elverson's ideas of newspaper publishing efficiency. Seeing it, one wonders at the training of the man, who has so impressed his personality on a building, workmanlike and efficient within, and yet artistic and pleasing to the most discriminating. There are no building regulations in Philadelphia, which forced Col. Elverson, for instance, to stagger the upper floors of his building, and give over considerable valuable space for the tower with its golden dome that stands 340 feet from the street.

A few incidents of the Colonel's youth explain him. Col. Elverson was not the pampered son of a millionaire. His father early made it plain that he must win his own spurs. At 11, James Jr., was interested in stamp collecting, a hobby he has not yet quite forgotten.

"Why not go into the stamp collecting (Continued on page 46)



## THE LARGEST HOME-DELIVERED CIRCULATION ON THE PACIFIC COAST

Is concentrated in Semi-Tropical America, the Market Where Home Delivery Counts Most.

Send for new Los Angeles survey showing how sectional climate, crops and industries, affect selling and advertising; and how the Los Angeles Times by fitting the field has built up the largest body of subscribers—fastest-growing circulation—and largest advertising patronage within 1,000 miles. Address PROMOTION DEPT:

### Los Angeles Times

Or Eastern Representative: Williams, Lawrence & Cresmer Co., 360 N. Michigan Blvd., Chicago; 285 Madison Avenue, New York.



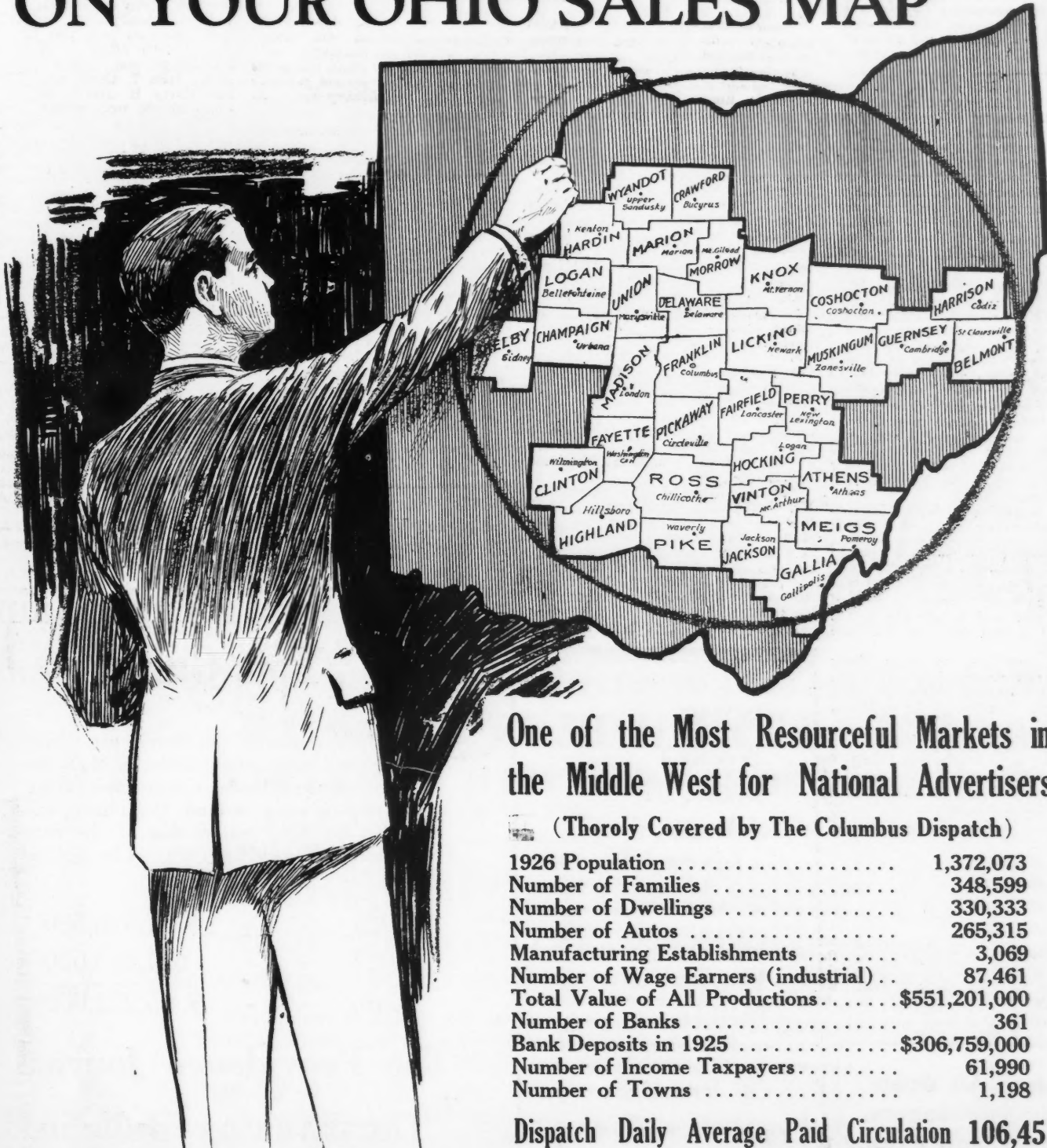
## 40 INTERTYPES

are being used by



No Standardized Intertype Has Ever Become Obsolete

# CIRCLE THESE 33 COUNTIES ON YOUR OHIO SALES MAP



One of the Most Resourceful Markets in the Middle West for National Advertisers

(Thoroughly Covered by The Columbus Dispatch)

1926 Population .....	1,372,073
Number of Families .....	348,599
Number of Dwellings .....	330,333
Number of Autos .....	265,315
Manufacturing Establishments .....	3,069
Number of Wage Earners (industrial) ..	87,461
Total Value of All Productions .....	\$551,201,000
Number of Banks .....	361
Bank Deposits in 1925 .....	\$306,759,000
Number of Income Taxpayers .....	61,990
Number of Towns .....	1,198

Dispatch Daily Average Paid Circulation 106,451

Advertisers planning to exploit the Ohio market will receive complete cooperation from the information and service bureau of

## The Columbus Dispatch

OHIO'S GREATEST HOME DAILY

HARVEY R. YOUNG, Adv. Dir.

O'MARA & ORMSBEE, INC., Representatives  
New York Chicago Detroit San Francisco

**WORLD CO-OPERATION  
SUPREME ISSUE**

(Continued from page 20)

"Almost everybody is thinking superficially. Very few people are thinking fundamentally. There is a simple, fundamental answer to every problem which arises in your own life, in your own business, in connection with your selling, a simple, very simple, fundamental answer. Now I will give you a few illustrations, first some that are more or less facetious.

"People say to me, 'Why is Henry Ford the greatest manufacturer in the automobile industry,' I could give them five million words on that if I wanted to but why not put it in a few simple words, a simple, fundamental, true answer? Henry Ford is the most successful manufacturer in the automobile industry because he was the first man to build an automobile for the other fellow. All of the other early manufacturers built cars in which they liked to ride, themselves.

"Advertising in the advertising pages of a publication must compete in reader interest with the reading matter in the publication, and if you can't put romance, if you can't put jazz into your advertising you are whipped, they won't read it. There are too many pages in the publication. They won't pick you out and read your copy unless it is as interesting as the copy inside the publication. They may see your name. They may get a reiterating impression of your name, but they won't read it and they won't write 150 to 200 letters a week commenting upon it.

"There is nothing to this whole problem of advertising and selling except thinking in terms of fundamentals, thinking in terms of ourselves, how we feel about things, how the other fellow feels about it, and if you think from his point of view and write it from his point of view, he will read it and like it and talk about it, and then you will have advertising.

"There have been so many clever people in this country that most young fellows don't remember this simple thing that was the first line in the copybook, and Henry M. Leland who built that wonderful car, the Cadillac, expressed it to me in a few words about ten years ago. He said.

"Young man, if you want to be successful always remember one thing. Every young man reaches a point in his career when he has to choose one of two courses. If he chooses to be smart and foxy and clever, he will meet a lot of competition because there are so many people trying to do that. If he is just plain old fashioned honest, he will be so damned unique he will be immediately successful."

"It seems to me that as advertising men and advertising clubs we have two great responsibilities towards advertising," said Mr. Gilman, San Francisco, vice president, Associated Advertising Clubs of the World. "The first of those responsibil-

ities is truth in advertising, and this is being ably and well taken care of. Our second responsibility is toward the improvement of the practice of advertising. It seems to me quite natural that as advertising men we should have organized ourselves into clubs for the purpose of discussing advertising in its relation to our business or advertising as we practice it day by day in our business.

"I believe one of the outstanding contributions was made by the Detroit Advertising Club in its Aircraft Corporation, a dummy corporation such as has been promoted by the Educational Department of the Associated Clubs. I understand that this Corporation was formed complete within the club in open meeting, and they discussed all those corporate matters necessary in its formation and carried through production to advertising and selling, in the end distributing prizes for the best advertisements for the various media considered."

W. Frank McClure who had just been re-elected for the ninth time as chairman of the National Advertising Commission, emphasized the manner in which co-operation by the advertisers of the country to stamp out fraud and inaccuracy in advertising has saved the public incalculable money annually. He also appealed to the association to institute steps to dissipate the widespread impression that advertising is an addition to the cost of marketing a product and therefore a load on the consumer.

"The proposition as presented by the National Commission to undertake to investigate and present to the public the economics of advertising is so important that I hope that we will grasp the size of the problem," commented President Woodbridge.

"To be effective, I quite agree with Mr. McClure that that investigation must have the unanimous support, not only of the National Commission membership as a particular branch of our association but also of the individual clubs, located not only here but on the other side of the water, not only the individual clubs but the very individual groups who are specifically within our organization doing

such effective work, carrying on vigilance under bans of the Better Business Bureau.

"With the impetus given to this plan by the National Commission, we can put behind this the force of our 30,000 members, we can make this job an effective job and do something that is much needed for advertising."

E. D. Gibbs, former president of the A. A. C. W., has been named chairman of the committee.

Bayard Dominick of New York, speaking on "The Success of the Better Business Bureau," said:

"One of the greatest things the Associated Advertising Clubs of the World have done in a concrete way was to establish these Better Business Bureaus as autonomous entities in individual cities. They enable the business men of the local community to join hands in protecting their own interests and those of the buying public in the community at the same time."

Mr. Dominick estimated that the Bureau in New York has saved the consuming public at least \$100,000,000 that otherwise would have been the profits of stock swindlers and merchants of inferior products from the investments of gullible people.

Louis Wiley, business manager, *New York Times*, offered the following resolution on the death of Frank A. Munsey:

"The Associated Advertising Clubs of the World record with sorrow the death of Frank A. Munsey, a constructive force in the development of American advertising. He was a courageous and successful publisher, who throughout his clean and up-right career represented the highest principles of journalism. His

principally gift to the Metropolitan Museum of Art is a notable contribution to the nation's cultural progress and places his name high on the roll of America's benefactors."

The motion to adopt the resolution was seconded and carried by a unanimous rising vote.

With Leon Renier, Jr., of the Agence Havas, as honorary chairman and Past President Lou E. Holland presiding, the convention moved to its close Thursday morning. Hon. William M. Jardine, Secretary of Agriculture, and Dr. Glenn Frank, president of the University of Wisconsin, were the principal speakers. Others on the program were Judge C. E. Lobdell, fiscal agent, Federal Land Bank, Washington, D. C., and Laurice T. Moreland, of the George Batten Company's Boston office.

Dr. Glenn Frank, president of the University of Wisconsin discussed "leadership" in his address Thursday.

"I want to discuss with you some of the problems and responsibilities that seem to me to attach to your relations, as business men in general and advertising men in particular, to the leadership of the American social order," he said.

"We have, it seems to me, gradually drifted into a conception of leadership that is radically different from the conception of leadership upon which our public was founded. The other night I spent an hour with a frightened conservative who thinks that the American Republic is surrounded by sinister enemies on whom we must keep a watchful eye. I agreed with him about the existence of these enemies; I did not agree with him about the identity of these enemies.

(Continued on page 49)

**Leading All Other  
Daily Newspapers  
in the Albany Area**

**1<sup>st</sup>** Paid  
**in** Advertising  
Lineage  
Circulation  
With  
Complete Coverage

**The Times-Union**  
Albany, N. Y.

**ROME  
WASN'T  
BUILT IN  
A DAY  
AND IT  
TOOK US  
OVER SIX  
YEARS TO  
BUILD  
THIS SERVICE  
OF VALUE**

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.**  
536 So. Clark St. CHICAGO  
79 Madison Ave. NEW YORK

**New England's Second Largest Market**

**When Providence Gains  
You Gain**

The 1925 report of the Providence Clearing House Association indicates that the total volume of business transacted in the territory in and around Providence exceeded in *every month* that of the corresponding month of 1924. The figures were

1925	-	-	\$717,576,500
1924	-	-	621,855,500
Gain	-	-	\$ 95,721,000

**The Providence Journal  
and  
The Evening Bulletin**

with a combined circulation of 105,000 plus, give you excellent coverage of the large part of this constantly growing market.

**Providence Journal Company**  
Providence, R. I.

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



# New Telephone Installations

Demonstrate Population Growth

## OAKLAND-CALIFORNIA INDUSTRIAL CAPITAL *of the* WEST

AND TRADING AREA

Show Telephone Installation Increase of 33% Since 1922

**91,054 TELEPHONES LISTED IN NEW DIRECTORY**  
(MAY, 1926)

Exclusive Associated Press Service  
**Oakland Tribune**  
United Press Consolidated Press Association

ONE OF THE WEST'S GREAT NEWSPAPERS

OAKLAND'S ONLY LOCALLY OWNED, LOCALLY CONTROLLED DAILY

The foremost newspaper in this great, growing metropolis—meeting the demand of every advertiser for the proper medium by which he may reach the 550,000 people in Oakland and trading area.

The average net paid daily and Sunday circulation of the OAKLAND TRIBUNE is more than 75,000—92% City and Suburban circulation, distributed almost wholly by carrier delivery—and 8% Country circulation.

The OAKLAND TRIBUNE is a charter member of the Audit Bureau of Circulations.

*National Representatives*

**WILLIAMS, LAWRENCE & CRESMER CO.**

285 Madison Avenue, New York City

360 North Michigan Avenue, Chicago



THE OAKLAND TRIBUNE OWNS AND OPERATES RADIO STATION K L X

# EDITORIAL

## OUR LIFE STANDARD

TAKE a map of the world and think of it as a huge ball upon which are creeping a billion and three-quarters bipeds, all striving for creature comforts. Compare the material condition of Asia's nine hundred millions with our own. Consider the disparity of the average European's material standard in relation to the fortunate position of the average American. The fight for life is grim in Africa, India, islands of the sea and in many other lands. What a startling revelation the common American's home comfort would be to the bulk of the world's population, whose quest is not much above the acquirement of sufficient nourishment to sustain life.

Upward, constantly upward, moves our material status. Starving poverty is now unknown in our land. Rags and tatters are seen in no street. The minimum standard calls for a change of clothes at the week-end; three good meals per day, with meat, fresh vegetables, bread and butter, sugar and spice and nourishing drink, at least once daily, and fruit at least weekly; the working day is no longer from sun-up to sun-set, and the American woman is not a beast of burden; our children possess as birthrights time for free education and play; machinery has lifted the heaviest burdens from the backs of men.

A few random news items, found in the columns of the daily press, give rise to these thoughts and comparisons: 3,600,000 automobiles are being marketed in this country this year; remember your mother at Monday's washboard as you read that 600,000 electric washing machines are being sold in the United States this year; in a comparison with 1916, 60 per cent increased volume of factory-made goods are being produced with only 25 per cent more workers; 12 per cent larger farm crops are being produced by fewer men and women than ten years ago; steel mills are yielding 86 per cent larger tonnage with 56 per cent more workers; average wages in many leading lines of trade are increased over a year ago, 14 per cent in the tobacco industry, 7 per cent in the automobile tire industry, 7.9 per cent in book and job printing, 5.6 per cent in the candy trade, etc.; statistics show important increases in the number of families moving from the large cities to suburban districts.

Every day's news adds to the evidence of the success of mass production and mass distribution of the comforts of life in America. Advertising carries the flag of this beneficent movement.

*No New York newspaper exposed the grafting politicians in a conspiracy with milk and butter adulterators, but reported the news when it broke as a routine matter, which makes veterans smile and say it couldn't have happened in the good old times.*

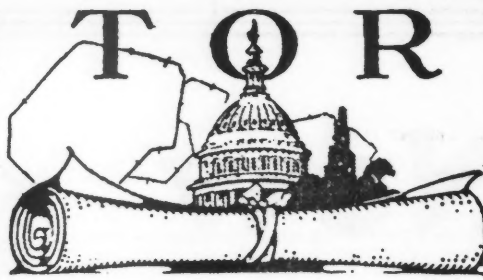
## AN AMERICAN ENGLISHMAN

THE first Englishman the sixty-odd American newspaper correspondents in London have ever elected as the president of their organization, the American Correspondent's Association of London, is Robert J. Prew, well known to the craft in America for his Universal Service despatches and his several visits to this country.

Indeed it is said of Mr. Prew that he is the "most American Englishman in London." This not only acknowledges his study of American problems but an extensive acquaintance with American personalities. He has served as chief of the London Universal Service bureau since 1919, following eight years in Paris for *New York Times* and the *Hearst* newspapers. He was formerly of the staff of the *Continental Daily Mail*.

The American newspaper man visiting Fleet Street is pretty certain to encounter "Bob" Prew at "78," where he unflinchingly dispenses information and encouragement to more such "birds of flight" than any single subject of His Majesty, George V. It is a subject of congratulation that the American correspondents in London have honored this generous spirit and skillful international reporter.

*The management of Woolworth's stores would be dumfounded by their increased profits through newspaper advertising, but while we see this clearly those remarkably clever merchants cannot see beyond window displays.*



There was a little city, and few men within it, and there came a great king against it, and besieged it, and built great bulwarks against it.

Now there was found in it a poor wise man, and he by his wisdom delivered the city; yet no man remembered that same poor man.—Ecclesiastes IX; 14, 15.

## HENRY FORD'S GIFT

HENRY FORD is the advertising genius of this age. He possesses, more than any man of the day, a genuine talent for publicity. Every public gesture of this manufacturer throws radiant light on his product. He knows how to create good-will in broad sweeps. No other manufacturer in America could possibly have presented to the Prince of Sweden an article of thrice the value of a Lincoln car and received from the newspaper press such unanimous first-page acknowledgment. A few weeks ago Ford's faithful friend, Edison, was riding the Prince around in "my good little Ford," while cameras snapped and reporters dashed to the nearest telegraph office to file this undoubted news. Mr. Ford takes his business seriously. The public respects him and his products. He is as zealous for his cause as was Barnum or Wanamaker. He is a hustler and his impulses are intelligent. What would seem like rank free publicity in others, appears legitimate news in the case of Henry Ford. In many respects the man is remarkable, but in no way is his genius more marked than in advertising. It is a gift few men possess. In this advertising age, it opens the door to wealth.

*Western Union agents are asking newspapers for free publicity; when that grand old institution quits piking and advertises for business its profit sheets will amaze its stockholders. Millions of Americans don't know how to use the Western Union.*

## CONVENTION SUCCESS

THE Philadelphia convention demonstrated the vitality of the world-wide advertising movement, as will be amply demonstrated to those who did not attend by the accounts contained in this issue of *EDITOR & PUBLISHER*.

The convention was a brilliant success. The attendance was large and the program offered a feast of soundly constructive information to men and women engaged in various phases of paid publicity.

*EDITOR & PUBLISHER* congratulates the organization upon the change of name. As indicated in this column last week the leaders of organized advertising found the word "clubs" in the old A. A. C. W. title confusing and embarrassing inasmuch as it seemed to indicate that the organization was social, whereas it represents an economic movement of world-wide importance. Very sensibly a new name was selected: *International Advertising Association*. This tells the story, perfectly. It is in every way appropriate.

C. K. Woodbridge's energetic and intelligent administration was fitly recognized when the honor of the presidency was again conferred on him. He is surrounded by an able body of executives. It looks like good weather for the organization during the coming year. Denver was a good selection for the 1927 meeting. It cannot be said that the organization fails to accommodate its wide-flung membership.

Immense impetus was given to the international organization by the presence at Philadelphia of the delegations from France and the British Isles, with scattering representation from other foreign countries. If anyone has doubted the spread of the American advertising idea the addresses that the foreign delegates made during this week should dispel the

thought. Their pleas for intensified and more practical relationships among the peoples of their lands and our own countrymen amounted to much more than "hands across the sea." These men offered a program of obvious mutual benefits.

Philadelphia's proverbial hospitality was showered on the advertising delegates. Aside from the business of the convention the week was a social success. Those who arranged the program and events earned the enduring gratitude of the visiting host.

On to Denver!

*If you know all there is to know about advertising, you need not read the proceedings of the Philadelphia convention, but if you have room for dollar-making ideas and want a broad vision of the industry, better plunge in.*

## A QUEER CASE

AN editor lies in a cell in the Humboldt County jail, in Eureka, Cal., serving a thousand days for alleged contempt of court. The sentence was pronounced by the judge of the court which the editor is said to have insulted. The Governor of California has refused to pardon the man, also holding that the sentence is not excessive.

The case, insofar as it has been reported, is not entirely clear to us, but we have a definite feeling that it deserves investigation from the outside. The convict is Alfred Lindsley, of the *Humboldt News* of Eureka.

An editorial in *San Francisco Chronicle* seems to indicate that Lindsley was not a popular man in the town, for reasons not stated, and makes it evident that his conviction was relished by some of the more powerful influences of the community. However, the *Chronicle* regards his sentence as excessive and questions the arbitrary nature of the judge's power, under democratic institutions.

An associate of Editor Lindsley, in a telegram to *EDITOR & PUBLISHER*, says that Lindsley incurred the enmity of District Attorney Hall, of Humboldt County, when in his paper he attacked the district attorney's alleged practice of compromising liquor cases for revenue and maintained a "large force" of employees known as the county "dry squad." Lindsley was arrested for the publication of these articles, charged with criminal libel. Following his arrest the editor charged in four separate issues of his bi-weekly paper that his arrest was the result of politics and was intended to silence his newspaper.

The articles were held by Superior Judge Denver Sevier to be in contempt of court. Deputy District Attorney Paul Gibson swore to affidavits of contempt.

In behalf of the editor it was claimed that his attacks upon the district attorney were not personal, but concerned the conduct of his office. But Judge Sevier ruled that the language of the articles cast opprobrium on the district attorney and he held the editor guilty of contempt, assessing the limit fine of \$500 on each of four counts or one day in jail for each two dollars fine, totaling one thousand days.

The editor refused to pay, saying he was unjustly accused, and began serving his sentence. His attorney, S. E. Metzler, is now fighting the legality of the committing judge's decision before the Supreme Court of California.

In refusing to pardon the man, Governor Richardson issued a statement filled with side-slams at Lindsley, his lawyer and with a peroration on "sob-sister" journalism.

There are too many familiar earmarks of bureaucratic politics and pompous judicial dignity in this case to permit it to go unnoticed. Whether the editor was a popular member of the town's singing circles is beside the point. He had the right to attack the conduct of the district attorney's office if he kept within the facts. If he was unjustly arrested, he had the right to carry the case to the public in his paper.

The high-handed business of judges sending men to jail for contempt of their courts, with no opportunity for trial before a disinterested tribunal, is one of the gravest free press questions of the day. It is unreasonable and wholly out of line with our theory of justice. Something seems to tell us that Editor Lindsley has received a raw deal.

*Complainant, jury, judge, executioner all in one—is that American?*



**PERSONAL**

**EDMUND BOOTH**, editor of the *Grand Rapids (Mich.) Press*, and editorial director of the Booth Publishing Company of Michigan, has sailed for abroad with his family for a rest and vacation.

John F. D. Aué, publisher of the *Burlington (Ia.) Hawk-Eye* and president of the Iowa Press Association, was re-elected president of the Greater Burlington Association when directors met last week to organize for the year.

Frank G. Huntress, publisher of the *San Antonio (Tex.) Express and News* has been in New York on business the past ten days.

M. M. Landon, editor and manager of the *Bath (N. Y.) Advocate*, is taking an extended vacation in Silver Creek, N. Y., endeavoring to regain his health. Frank A. Tabor of Syracuse is acting in his stead.

Carl August Bagel, representing A. Bagel Printing Press, Duesseldorf, Germany, spent the past week in New York City visiting newspaper plants and job printing establishments. Mr. Bagel will visit Chicago, Los Angeles and San Francisco before returning home.

W. F. Muse, editor of the *Mason City (Ia.) Globe-Gazette*, accompanied by his daughter Elizabeth, arrived in New York, Wednesday, June 16, on the liner Olympic, after a two months' tour of Europe.

John Redmond, editor of the *Burlington (Kan.) Daily Republican*, will drive to California and other Pacific states on his vacation beginning July 1.

Lotus H. Loudon, founder and manager of the *Anaheim (Cal.) Bulletin*, is making a motor trip with his family to New York City. Mr. Loudon expects to be gone two months.

Richard B. Quinn, editor of the *Guyton (Okla.) Tribune*, has been appointed United States marshal of the western Oklahoma district, succeeding the late Ewers White.

**IN THE BUSINESS OFFICE**

**HERBERT B. FAIRCHILD**, advertising manager of the *New York Sun*, has returned from a mid-western trip.

Carlisle N. Grieg of the *New York Evening Journal* has returned to the sales promotion department of the *Cleveland Plain Dealer*.

Alfonso Johnson, president of the Northeast Missouri Publishers and Printers Association and manager of the *Columbia (Mo.) Missourian*, has joined the *Dallas News* as business editor.

Ralph L. Milnes has returned to the *San Antonio Express* advertising soliciting staff after several months with M. Halff & Bro., San Antonio, as advertising man. L. Henderson, formerly on the Express advertising staff, has joined the Builders Equipment Company.

Paul J. Skamser, advertising manager *Superior (Wis.) Evening Telegram*, has returned from a three weeks' vacation at Tucson, Ariz. He also visited Carl Magee, "fighting editor," at Albuquerque.

Norris E. Inveen, national advertising manager of the *Tacoma Daily Ledger*, has been appointed manager of the automotive section of the Sunday Ledger. The national advertising department will continue to be directed by Mr. Inveen. Howard Perry, formerly automobile editor of the Ledger, is now with the *Portland Oregonian* in the display department.

Gene Charles, who recently sold the *Republican County Democrat* at Belleville, Kan., has assumed management of the *Burr Oak Herald* during the absence of Editor Ross.

**IN THE EDITORIAL ROOMS**

**VINCENT G. BYERS**, city editor of the *New York Evening Post* returned this week from a two months' vacation abroad.

Forrest Davis of the staff of the *New York Herald Tribune* covered the Eucharistic congress in Chicago for his paper.

J. Wilson Roy, dramatic editor and critic of the *Cleveland Times* since its launching in March, 1922, has resigned. His plans are not yet ready to be announced.

Carlyle Burrows, art editor, *New York Herald Tribune*, has gone to Utah to visit Zion National Park and from there to his home in Salt Lake City.

Joseph Meyers, former editor of the *Ponca City (Okla.) News* has been made news editor of the *Tulsa Tribune*.

John Riis, son of the late Jacob Riis, has resigned as financial editor of the *Richmond (Va.) News-Leader* to become educational publicity director of the Richmond Community Fund, succeeding Bent Taylor, who has gone to Charlotte, N. C., as director of the Charlotte Community Fund.

Howard W. Palmer, formerly city editor of the *Watertown (N. Y.) Times*, has resigned as assistant secretary of the State Public Service Commission to become editor and manager of the *Greenwich (Conn.) Press*.

Victor M. Friar, financial editor of the *Worcester (Mass.) Telegram-Gazette* is in charge of raising the fund of \$7,500 for the expenses of the New England Advertising clubs convention which is to be held in Worcester, Nov. 8 and 9.

Charles L. Hughes, who underwent an operation for appendicitis on May 3, has resumed his duties at the Warren office of the *Providence Journal*.

John Booker, formerly managing editor of the *Sapulpa (Okla.) Herald*, has been made telegraph editor of the *Tulsa Tribune*.

P. Krushan has resigned from the news bureau of the Canadian Pacific Railway to join the staff of the *Montreal World*.

W. G. Sibley, of Gallipolis, O., editorial writer on the *Chicago Journal of Commerce*, was given the degree of doctor of humane letters at the commencement exercises at Rio Grande College, Rio Grande, O., a few days ago.

Floyd Casebolt is now managing editor of the *Waxahachie (Tex.) Daily Light and Weekly Enterprise*, succeeding W. A. Ownby, resigned.

Oscar L. Stevens, managing editor of the *Quincy (Mass.) Patriot Ledger*, has returned from a three months' European trip, during which he visited Italy, Switzerland and France.

R. V. Ruthven of the *St. Louis Post-Dispatch*, has joined the *St. Paul Dispatch* and *Pioneer Press* as rewrite man.

Floyd Taylor of the night rewrite staff, *New York Herald Tribune*, is on a month's leave of absence to visit his home in Los Angeles.

**FOLKS WORTH KNOWING**

**THE** Marquis de Valdeglesias, editor and publisher of *La Epoca* of Madrid, is visiting this country for the first time.

Arriving the second week in June, he is making a rapid inspection tour of American industries, planning to return to Spain sometime in July. At present he is in Chicago. He hopes to make America another visit within a year or two to see the Spanish missions of California.



MARQUIS DE VALDEGLESIAS

The Marquis has been head of *La Epoca* for more than 50 years. The paper is very conservative and is considered the organ of the higher classes in Spain.

As editor, the Marquis, who has had several trying experiences with the Spanish government, does not wholly condemn the new regime, the dictatorship of Primo de Rivera, whose treatment of the press has been particularly harsh.

"The policy of my newspaper is adverse to the policies of the Prime Minister," he said in an interview. "This does not, however, prevent me from recognizing the merits of his system. Among many things which General Rivera has done, I may say that the establishment of respect for law and the promised settlement of the Moroccan question are enough to make him widely respected and well liked in Spain.

"True, as a conservative and parliamentarist, I cannot agree with certain methods of the government, as I think they are inappropriate and even useless under the present circumstances. In my opinion, Rivera could have obtained the same political and economic results if he had respected the constitutional rights of the individual as is done in every civilized nation."

James "Doc" Watson has resigned as assistant city editor of the *Montreal (Que.) Herald* to join the staff of the *Montreal World*.

**HOLDING NEW POSTS**

**RICHARD CHOATE** from *Toronto (Ont.) Star*, to telegraph staff of the *Montreal (Que.) Star*.

J. E. Champagne, from *Montreal* (Continued on page 30)

Letters in Praise of the work of

**A. A. MILNE**

Have Been Written By The President of the United States

38 State Governors

6 Cabinet Members

3 Justices of the Supreme Court

11 Rear-Admirals, U. S. Navy

12 Major-Generals, U. S. Army

88 Prominent Clergymen

89 Noted Actors and Actresses and Many Others

Milne's Golden Fleece of Verse and Prose, with

Illustrations by Bert Salg

Are Now Appearing As

A Regular Weekly Feature

No One Is Too Hurried, No One Is Too Worried, To Rollick With Milne In The Funshine!

Metropolitan Newspaper Service

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

150 Nassau St., New York City

**AMONG** the 100 users of the Central Press Association's daily full page news pictorial—the World's Best Picture Page—are the following representative newspapers:

- Atlantic City Press Union
- Binghamton Press
- Birmingham News
- Buffalo Times
- Canton Repository
- Dallas Times-Herald
- Denver Times
- Elmira Star-Gazette
- Kansas City Post
- Miami Herald
- Pittsburgh Chronicle Telegraph
- Portland, Me., Press-Herald
- Richmond, Va., News-Leader
- Rochester Times Union
- San Antonio Express
- San Diego Tribune
- San Jose Mercury-Herald
- Schenectady Gazette
- St. Paul Dispatch
- St. Petersburg Times
- Wichita Eagle
- Wilmington, Del., Journal

Write or wire today for samples and prices. Partial service supplied to papers that can not use the page daily.

**The Central Press Association**

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

P. S.—We also produce a Weekly Full Page Sports Pictorial for Saturday or Sunday release.

G I V E T H E M T H E B E S T T H E R E I S

G I V E T H E M T H E B E S T T H E R E I S

TRADE **LINOTYPE** MARK



G I V E T H E M T H E B E S T T H E R E I S

Composed entirely on the LINOTYPE in the office, ex

G I V E T H E M T H E B E S T T H E R E I S

# GIVE THEM THE BEST THERE IS!

☞ They're a loyal bunch; these men who make newspapers. They love the game and they love their paper with a profane devotion that you won't find equalled in any other business. And when things are going badly in the front office and the ghost ceases to make his weekly round, they'll stick to the ship as long as there is a roll of paper to feed to the presses—and weep when they write “30” on the end.

☞ Of course they'll get the paper out—somehow—with any old junk equipment that happens to be around the shop; but it won't be as good a paper as either they or you would like it to be and they won't have quite the joy in their work that is due them.

☞ For they are good workmen and a good workman deserves good tools. Only the best is good enough.

## MERGENTHALER LINOTYPE COMPANY

SAN FRANCISCO CHICAGO Brooklyn, New York CANADIAN LINOTYPE LIMITED  
NEW ORLEANS TORONTO

*Representatives in the Principal Cities of the World*

G I V E T H E M T H E B E S T T H E R E I S

G I V E T H E M T H E B E S T T H E R E I S

## PERSONALS

(Continued from page 27)

(Que.) *La Patrie*, to business staff, *Montreal* (Que.) *World* as accountant.

John O. Kykry, from police reporter, *Duluth* (Minn.) *News-Tribune*, to night telegraph editor, *Jackson* (Mich.) *Citizen-Patriot*.

Joseph Morris, from the *United States Daily*, Washington, D. C., to *Tulsa Tribune*.

R. O. Dudley, from telegraph editor, *Indianapolis Star* to copy desk, *Cincinnati Enquirer*.

Manton L. Marrs, from *Denver Post*, to *Tulsa Tribune*.

Alvin Wilson, from linotype operator, *Ogdensburg* (N. Y.) *Daily Advance* to *Ogdensburg Republican-Journal*.

Ray Sicard, from reporter, *Duluth* (Minn.) *News-Tribune*, to telegraph editor, *Superior* (Wis.) *Evening Telegram*.

## MARRIED

**WILLIAM C. RICHARDS**, special writer on the staff of the *Detroit Free Press*, to Miss Rosemary Handibo, daughter of the late James E. Handibo, of El Paso, Tex., last week. Mr. and Mrs. Richards will tour Europe for their wedding trip, sailing from New York on the *Majestic*, June 23.

Donald Fry, *Spokane* (Wash.) *Chronicle* editorial staff, to Miss Margaret Munchausen of Spokane, June 2.

Eugene V. Carlquist, of the *Davenport* (Ia.) *Times* staff, to Miss Georgia B. Shaffer, June 17.

T. R. Keniston, San Antonio correspondent of the Associated Press, to Miss Marjorie Wyman of Omaha, formerly in the society department of the *Lincoln* (Neb.) *Star*, at San Antonio recently.

## SPECIAL EDITIONS

**GALVESTON** (Tex.) *NEWS*, special section in connection with Gengler Grocery Store's 75th anniversary.

*Indianapolis* (Ind.) *Star*, 36-page annual vacation and travel guide, in tabloid form, June 10.

*Auburn* (Wash.) *Globe-Republican*, 60-page special edition Friday, June 18, in observance of the city's new \$200,000 water system.

## WITH THE SPECIALS

**CONE, ROTHENBURG & NOEE**, Inc., special representatives, New York, have been named to represent the *Kewanee* (Ill.) *Evening Star-Courier*, recently purchased by the Lee Newspaper Syndicate. The *Greensboro* (N. C.) *Daily News*, which has been represented by Cone, Rothenburg & Noee, Inc., North and West, has appointed that company its representative in the South.

*Columbus* (Miss.) *Daily Discoverer*, John L. Tait, publisher, has appointed Benjamin & Kentnor Company, New York, its special representatives.

Hawley D. Ely and Donald B. Millar have joined the Chicago force of the Williams, Lawrence & Cresmer Company, publishers, representatives.

George F. Wiers has been appointed to the Chicago staff of M. C. Mogensen & Co., Inc., national newspaper representatives, San Francisco, as salesman.

Before joining Mogensen & Co., Wiers was with Gilman, Nicoll & Ruthman, Chicago newspaper representatives.

E. Katz Special Advertising Agency, New York, has been named national advertising representatives of the *Lima* (O.) *Morning Star*.

## PRESS ASSOCIATION NOTES

**ASSOCIATED PRESS** office in St. Paul has added several feet of floor space to its traffic-editorial room in the *Dispatch* building.

Robert Prew, London correspondent of

the *Universal Service*, has been elected head of the Foreign Correspondents Club in London.

A. F. Harrison, formerly superintendent of the eastern division of the Consolidated Press Association, has been made general superintendent, and has moved his headquarters from New York to Washington. L. F. Parton succeeds Mr. Harrison in New York as eastern superintendent. Parton also continues as editor of *Current News Features*, Inc.

J. F. Arize has been appointed manager of a new bureau opened by International News Service in Raleigh, N. C. He was formerly Norfolk correspondent for I. N. S. This news agency is now operating a state circuit in North Carolina.

Victor Knauth has joined the London office of the United Press. He was formerly associated with the *San Francisco Chronicle* and the *Springfield Republican*.

J. N. Atkinson, formerly a member of the Associated Press staff in London, has been put in charge of the International News Service bureau in Vienna. Mr. Atkinson worked on the *Richmond Times-Dispatch* before joining the A. P.

Harry W. Frantz, United Press correspondent, left Arica last week and is returning to New York by way of Chile, Argentina and Brazil.

Ed Keen, vice-president and European manager of the United Press, returned to London headquarters this week from a vacation spent on the Continent.

Richard Chaplin has joined the New York staff of International News Service.

Carl Turner, manager of the International News Service Pittsburgh (Pa.) bureau, will leave June 28 on an automobile vacation trip through the east.

## NEW PLANTS AND EQUIPMENT

**AMONG** the recent shipments of additional units from the New York works of R. Hoe & Co., Inc., were one 16-page superspeed unit for the *Cleveland Press*, two units for the *Springfield* (Mass.) *Republican* and one 16-page superspeed unit for the *Wilmington* (Del.) *Journal*.

## CHANGES OF OWNERSHIP

**GEORGE F. CALBERT**, formerly of the *Bogard* (Mo.) *Dispatch* and the *Dexter Messenger*, has purchased the *Tina* (Mo.) *Interior Journal*.

A. A. Gillispie, for 22 years owner of the *Rexford* (Kan.) *News*, has sold the paper to J. P. Phillips of the *Colby Free Press*.

Homer L. Huffman, formerly of the *Dewitt* (Neb.) *Times-News*, will revive the *Arcadia* (Neb.) *Tribune*, having leased the old plant from S. W. McCoy and Ronald Furse.

D. R. Huffaker, editor of the *Collinsville* (Tex.) *Times* and *Pottsboro Times*, has purchased the *Whitesboro News-Record* from B. M. Harrison, who has been elected school superintendent at Littlefield.

Jesse L. Day and sons have sold the *Wewoka* (Okla.) *Daily Times* to S. J. Hardy, until recently editor of the *Wewoka Capital-Democrat*. Grady Webster has returned to the editorship of the *Capital-Democrat* after several months absence.

## ASSOCIATIONS

**NEW YORK SUN CLUB** will hold its second annual excursion on Sunday, June 27. The steamer *Machigone* has been chartered to take the club members up the Hudson to Sunset Park, at Indian Point.

Alfonso Johnson, business editor of the *Dallas News and Journal*, has been re-elected president of the **DALLAS ADVERTISING LEAGUE**. He is the first newspaper man to fill that office.

Officers of the **ADVERTISING CLUB OF BALTIMORE** have been elected as follows: President, E. Lester Mulier; vice-presi-

dent, R. E. Stapleton; secretary-treasurer, N. M. Parrott; counsel, Walter V. Harrison.

**WASHINGTON PRESS ASSOCIATION** will be represented at the annual meeting of the State Chamber of Commerce to be held at Yakima, June 24, 25 and 26 by Hill Williams, A. S. Hillyer, Fred Wolf and Chapin Foster. Fred W. Kennedy, manager of the press association, will sound the keynote of the convention with his address on "The Awakening of Washington."

## SCHOOLS

**DEAN H. F. HARRINGTON** of the Medill School of Journalism, accompanied by his wife, have gone for an extensive trip to New York and Boston. They will return to Frankfort, Mich., where they will spend the month of August at their lodge.

Joseph W. Piercy, professor of journalism at the University of Indiana is a visiting professor at the University of Washington summer school. He is teaching two classes, *News Writing and Magazine and Feature Writing*.

Ninety-one students are enrolled in the summer session of the School of Journalism at the University of Missouri. This is the largest enrollment that the summer term has ever had. Fifty-eight are men and 33 women.

Four 4-day tours of Missouri will be made by students of the school of journalism, University of Missouri, this summer, to obtain features and news articles for papers of the state. Prof. Frank L. Martin, of the school, will direct the tour.

John E. Stempel has resigned as instructor in journalism and director of publicity at Lafayette College, Easton, Pa., to do graduate work at Indiana University. He will be part-time instructor in advertising in the department of journalism there. His successor at Lafayette College has not yet been named.

## FLASHES

**PILSUDSKI** had to change a Diet that disagreed with him.—*Philadelphia Record*.

Congress may end the discussion by passing a bill in favor of nice growing weather for the farmers.—*Toledo Blade*.

Congress passes bills. The taxpayers pay them.—*Winston-Salem Journal*.

Statistics indicate that juries are hung more frequently than murderers.—*Wall Street Journal*.

As we gather it, the trouble with popular government in Europe these days is that it is so terrifically unpopular.—*Seattle Times*.

"An educated man earns more," says the *Washington Post*. Well, perhaps, but he doesn't always get it.—*Philadelphia Inquirer*.

This is the puzzling year when you simply cannot tell a man's age by his hatband.—*Milwaukee Journal*.

Lecturer says a man never forgets the days he has spent on a farm. And that may be the chief obstacle in the way of the back-to-the-farm movement.—*Little Rock Arkansas Gazette*.

Crown Prince Gustavus Adolphus says he is overwhelmed by the magnitude of everything in America and it sounds as if he were paying his own expenses.—*Columbus State Journal*.

What is the difference between the French House of Deputies and the American House of Representatives? The former are bullying the franc, while the latter are franking the bull.—*Chicago Daily News*.

## PEJEPSCOT PAPER COMPANY

Manufacturers for Over Fifty Years of

## NEWSPRINT

Combining the Three Essentials of Quality  
Strength • Cleanliness • Color

Colored Newsprint a Specialty

Daily  
Capacity160  
TONSMILLS IN THE STATE OF MAINE, U. S. A.  
Sales Office: • 42 Broadway • New York, N. Y.

You may deal with these 28 Iowa daily newspapers as with one publication. Under the "Iowa plan" they pledge uniform cooperation throughout the state in marketing your goods.



# Industries now surpass *field crops*—in Iowa

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

The output of her 3,420 factories for 1925 was estimated at \$775,000,000—more than her total field production.

Iowa has the world's largest factories of both cereals and washing machines. (It is estimated that two-thirds of the world's washing machines are made in Iowa).

She also has the largest factories in the production of baskets, buttons, butter, calendars, steel furnaces, stump pullers, wall plaster, crackers and macaroni. The cement, brick and tile and meat packing industries are among the important ones in Iowa.

When we add Iowa's great agricultural resources it is easy to understand why her per capita taxable wealth is 51% above the Nation's average.

Iowa's population is about evenly divided between rural and urban dwellers. But no matter where they live, all Iowa people have at least one habit in common—the daily reading of the daily newspaper.

There is hardly a family in the state that does not read one of these 28 leading dailies every day.

Let us show you how our "Iowa plan" will help you in the actual marketing of your goods.

Rates and full information upon request.

## THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

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

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

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

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

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

## WOMEN IN ADVERTISING AND JOURNALISM

From Stenographer to News Room is Mabel Abbott's Story—Bertha Cook  
Space Buyer for Foote & Morgan—Women's Ad Club  
of Chicago's Last Meeting

SHOULD Mabel Abbott, reporter on the staff of the *New York World*, ever care to pull up stakes and leave the newspaper business, she has always an anchor to windward, since she entered the news room from the stenographer's desk, and can fill either job competently today.



MABEL ABBOTT

It was in 1913, when she was secretary for the managing editor of the *Seattle (Wash.) Sun*, that Miss Abbott made the change. Then followed a long distance hard luck record, but she held to the title of newspaper woman. The *Sun* failed and the staff tried unsuccessfully to run the paper co-operatively for four months.

After a short subsequent experience on the *Tacoma (Wash.) Times*, Miss Abbott joined the staff of the *Chicago Herald* just before it was sold to the *Examiner* in 1917. Miss Abbott was covering a Billy Sunday revival at the time, and continued the assignment for the *Herald-Examiner*, before joining the *Chicago Daily News*.

Next she worked for the *Detroit News* becoming New York correspondent for that newspaper.

During 1919 and 1920 Miss Abbott was associated with NEA Service, Inc., where much of her best work was done. She reported the political conventions of 1920, and was the only woman reporter to follow Cox on his Presidential campaign. For awhile, she was manager of NEA's Kansas City bureau, where she had five states to cover.

Returning to New York in 1921, she did space work for the *New York World*, and then was given regular work in that paper's Sunday department. Only a short while ago she was transferred at her own request to the *World's News* department.

Miss Abbott has ridden an elephant at the head of a parade, has been to the bottom of a tank in a diving suit, and has done many other "stunts" for newspapers. She prefers straight news reporting.

"Stenography, the ability to write shorthand, is really not of great use to a newspaper reporter," Miss Abbott said this week. "But I'm glad I've kept it up, because I will always have something to turn to, should I tire of newspaper work, or should newspapers tire of me."

Handling eight important accounts for Foote & Morgan, New York advertising agency, is Miss Bertha Cook, space

buyer, who has had 12 years' experience in advertising. Miss Cook has been three years with Foote & Morgan, and, in addition to space buying does considerable research work for that agency.

After being graduated from high school, Miss Cook went immediately into advertising work, starting in the advertising department of the Remington Arms Company. Her next step was as assistant to Percy Bromfield in the space buying department of the Martin V. Kelly Company, an advertising agency, and then she became associated with the advertising department of the H. W. Johns-Manville Company.

Miss Cook was head of the auditing and checking department of Murray Howe & Co., when that concern was purchased in 1921 by the William H. Rankin Company, and she remained with the latter agency as space buyer until 1923, when she joined with Foote & Morgan.

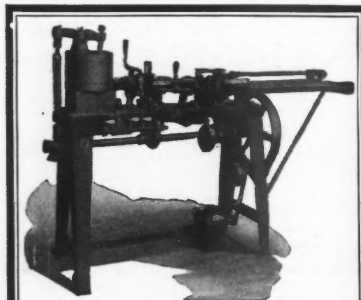
In her present position, Miss Cook is in close contact with newspapers of the country, and is constantly seeking statistics on local market conditions. She said she finds EDITOR & PUBLISHER'S annual Space Buyer's Guide of great aid in her work.

Conducting the Better Business Bureau of Seattle, Wash., is Miss Hazel M. Britton. A college woman, she brought to bureau work in advertising a background of practical experience gained with the Old National Bank and Union Trust Company of Spokane, Wash.

Virginia Anne McKenzie, of the *Superior (Wis.) Telegram*'s advertising staff was awarded first prize for the best all-round story on the Minnesota Arrowhead country as a vacation land. Through the *Duluth Herald*, a nationwide contest was sponsored by the Minnesota Arrowhead Association to collect a number of stories suitable for publicity and advertising purposes. The award was \$25. Miss McKenzie conducts a department "Shopping with Annabelle Lee" on the *Telegram*.

Women's Advertising Club of Chicago held its last dinner meeting of the year June 15 at the Congress hotel. Trophies won by the club this year and in previous years were on display at the meeting.

Mrs. W. S. Thomas, society editor in *Texarkana* for 10 years has resigned



### Cast Leads, Slugs, Rules on the Elrod

All the leads, slugs and plain rules you need cast on the Elrod at a cost but little above the actual cost of the metal. This is what the Elrod brings you. Let the Elrod bring to your paper a new freedom from material worries.

**Ludlow Typograph Co.**  
2032 Clybourn Ave., Chicago  
San Francisco—New York  
Atlanta—Boston

LUDLOW QUALITY COMPOSITION

from the *Texarkana Gazette* to chaperon a party of Arkansas Teachers' College students on a trip to Europe.

Eleanor Kelly, cashier on the *Superior (Wis.) Evening Telegram* is spending two weeks in New York.

Miss Katherine Bartlett of the *Boston (Mass.) Globe* sailed from New York last week for a Caribbean cruise.

Miss Betty Avery, society editor, *Wichita (Kan.) Eagle* was married to George R. Temple, *Wichita* business man.

The marriage of Marie C. Blanchard, literary editor of the *Toledo (O.) Blade* and daughter of Negley Cochran of the Scripps-Howard New York staff to William C. Hartough of the *Toledo News-Bee* was announced recently. Mr. Hartough formerly was with the *Louisville Herald*, *Terre Haute Star*, *St. Louis Times* and *Kansas City Times*.

Julia Harpman, feature reporter of the *New York Daily News*, is writing the story of Gertrude Ederle's second attempt to swim the English Channel for the *Chicago Tribune Newspapers Syndicate*. With her abroad is her husband, Westbrook Pegler, formerly with the *United News*, now with the *Chicago syndicate*.

Clifford J. Laube, assistant city editor of the *Daily News*, burst into poetry when Miss Harpman left, writing a poem called "Julia Goes to Sea," which began:

"When as our Julia goes to sea,  
A heartless piracy she plays  
To steal from our poor treasury  
Her gentle self, her golden ways.  
Yet call her not too pitiless  
A pillager, for there is left  
On all she touched a wistfulness  
To plead forgiveness for her theft."

### Arkansas Daily Suspends

The *Texarkana (Ark.) Inter-State Journal*, after publication as an afternoon daily for about two months, suspended with announcement that it hoped to resume within a short time.

## CLASSIFIED FOR REAL ESTATE

Provides Best Opportunity of Making  
Sales, Perkins Tells Realtors

The greatest single force for making real estate sales is the classified columns of the daily newspapers with a general circulation, C. L. Perkins, manager of the classified advertising department of the *Chicago Herald and Examiner* told the advertising conference of the National Association of Real Estate Boards at its annual meeting in Tulsa recently.

In supporting his claim Mr. Perkins cited figures to prove that classified advertising reaches a class of readers who are in the market for the goods advertised through the columns. Else, he contended, they would not read the newspapers.

Mr. Perkins said in part: "Last year \$1,500,000,000 was spent in advertising in the United States, of which \$720,000,000 was spent in newspapers. Of this amount \$175,000,000 was spent for classified real estate advertising. If we assembled here can make the expenditure of this sum more productive, the time will be well spent.

"Circulation has nothing to do with the efficiency of a classified advertising medium. The important thing to know about a newspaper is how many of its readers consult its classified columns, not how many people read its news columns. There are many examples where newspapers with small circulation but highly developed classified reader interest produce better results for classified advertisers than papers with large circulation and small classified reader interest.

"The only efficient method is to advertise everyday.

"Several years ago I made a careful analysis in several cities. Several hundred people who secured results from their classified advertisements were questioned as to how many insertions were printed before the actual purchaser answered. In 72 per cent of the cases the profitable answer came after the advertisement had been printed more than three times."

# Your Display Advertisements

Must First Attract Favorable  
Attention

The big element in the success of a newspaper advertisement is its appearance. Clean, bright advertisements, set in attractive, clean-cut faces command attention and produce results for your advertisers!

It stands to reason that worn, broken, battered type cannot create an atmosphere of snappy freshness to up-to-the-minute merchandise. This, then, is the real secret of the tremendous success of the Ludlow—the reason why the country's successful newspapers, large, medium-sized and small have almost universally adopted the Ludlow System for producing ads and heads.

Regardless of what your idea of the best method of setting run-of-the-hook ads and heads may be, the system that sets the advertising of the nation's leading papers will be of interest to you. Let us tell you about it.



**Ludlow Typograph Company**  
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street  
Atlanta: 41 Marietta Street

Boston: 261 Franklin Street  
New York: 63 Park Row

LUDLOW QUALITY COMPOSITION

## 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

*Announcing*

# Scheerer, Inc.

Serving Midwest Daily Newspapers

CHICAGO · 35 E. WACKER DRIVE  
NEW YORK · 200 FIFTH AVENUE

Effective July 1, 1926

merging the business of

CARPENTER & COMPANY

AND

H. EDMUND SCHEERER

IN ASSOCIATION WITH


W. F. KENTNOR

(Formerly Secretary of Benjamin & Kentnor Co)

H. EDMUND SCHEERER . President and Treasurer

W. F. KENTNOR . . . . . Vice-President

ALLYNE V. CARPENTER . . . . . Secretary



## OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

A SPECIAL article in *EDITOR & PUBLISHER* last week devoted considerable space to William Cobbett, the fighting editor of Philadelphia. By strange coincidence a new volume about Cobbett (Dodd, Mead & Co.) has just appeared from the pen of Gilbert K. Chesterton, whose contributions to the *London Sphere* have delighted many American readers. Strange to say, Mr. Chesterton originally intended to open his book with a chapter entitled "The Neglect of Cobbett," but because of the renewed interest in this "fiery journalist" he calls his opening chapter, "The Revival of Cobbett." Chesterton always wields a brilliant pen and, in this case, a sympathetic pen.

Chesterton tells how Cobbett was a self-made man, outlines the tragedy of the "patriot," but in mentioning Cobbett's visit to America omits all details of his press battles in Philadelphia. He does, however, insert the following comment, "All the time he had wandered on the bare baked prairies under the hard white light of the western skies, he had remembered the high green fields of his father's farm and the clouds and the comfort of the rain."

For the quiet hour after the last edition has gone to press a literary treat is in store for those who read the chapter entitled "The Rural Rider." Cobbett's "Rural Rides" is the volume that makes his place secure in English literature. Indeed, the influence of Cobbett's writings may easily be seen in those of his latest biographer, Gilbert K. Chesterton.

The life of Chesterton has long been intertwined with that of Fleet Street, London. He, too, has his rural rides, in fancy if not in fact. What have they taught him? Let him answer in the concluding words of his volume about Cobbett:

I discovered, at least, that even in all that labyrinth of the new London by night there is an unvisited hour of almost utter stillness, before the creaking carts begin to come in from the market-gardens, to remind us that there is still somewhere a countryside. And in the stillness I have sometimes fancied I heard, tiny and infinitely far away, something like a faint voice hallooing and the sound of horse-hoofs that return.

\* \* \*

WHEN Oswald Garrison Villard analyzed "Sex, Art, Truth, and Magazines" in an article contributed to *The Atlantic Monthly* passing mention was made in this department. A pamphlet reply now appears from the pen of Bernarr Macfadden under the title, "Plain Speech on a Public Insult." Those interested in the controversy may obtain a copy of this pamphlet upon application to the Macfadden Publications, Inc., 1926 Broadway, New York City. No notice of this pamphlet, how-

### The Great Empire of The Southwest

is literally spending millions of dollars. The thoughts, actions and habits of Southwesterners are influenced by their

#### Weekly Newspapers

Our organization represents 325 weekly newspapers in Texas, Oklahoma and New Mexico, and we can furnish complete market information on this territory. A letter to our Dallas office will bring you some very interesting figures.

### The H. L. Grable Co.

"National Advertising Representatives of Weekly Newspapers"  
TEXAS—OKLAHOMA—NEW MEXICO

NEW YORK 25 East 26th St. Phone Ashland 9127	PHILADELPHIA Widener Bldg. Phone Rittenhouse 9698
CHICAGO 123 West Madison Phone Central 3021	DALLAS, TEXAS 606 Mercantile Bank Building

ever, has yet appeared in *The Nation*.

JORGE A. MITRE, editor and publisher of *La Nacion* of Buenos Aires, delivered an interesting address before the delegates to the Pan-American Press Congress when they were guests at the breakfast given by the American Association of Advertising Agencies at the Hotel Commodore, New York City, on Thursday, April 22, 1926. This address, "Certified Circulation," has been printed in pamphlet form and may be obtained upon application to the New York representative of *La Nacion*, W. W. Davies, 383 Madison Avenue, New York City.

ADVERTISING managers will get a tip or two from Earl P. Stone's reply to the question, "Why Do Consumers Ask for a Product by Name?" printed in *Trade Winds* for June. Mr. Stone is vice-president of the Minute Tapioca Company and *Trade Winds* is published by the Union Trust Company of Cleveland.

THOSE who edit and publish community weeklies ought to find considerable profit in "Some Ideas That Have Paid," with which Vernon M. Vierth opens *The Iowa Journalist* for June. A copy can doubtless be obtained upon application to Frederick J. Lazell, Director of the School of Journalism, University of Iowa, Iowa City, Ia. P.S.—Those who get a copy should not overlook two editorials: "Choose Your Newspaper," and "Anti-Social News," in which a journalistic bathtub is suggested for the prurient press.

NEWSPAPERS which have conducted straw ballots should be interested in "The Wets and the West," which George Fort Milton contributes to *The Century* for July. The lower deck of the head reads, "Votes in the Newspapers and Votes in the Elections." "Straw polls are a joke," according to Mr. Milton. "The wets vote in the newspaper. The dry vote in the election." Such is the assertion made about the general Western trend.

JAMES KERNEY, editor and publisher of the *Trenton Times*, has just published "The Political Education of

### From the Linotype Mailbag

"Appreciated by the Country  
Publisher"

"Permit us to thank you for the fine service you gave our telegraphic order of the 15th. The goods arrived O.K. this morning and needless to say they are already in use.

"It is such service as this that is more especially appreciated by the country publisher who does not as a rule carry any great supply of parts on hand.

"Again, thank you."

E. L. Howe Printing Co.  
Ripon, Wisconsin.



LINOTYPE

Woodrow Wilson" (The Century Company). While the book will be mentioned more in detail in a later issue I may say in passing that the volume pays considerable attention to the part played by newspaper men as teachers of politics to the former professor of politics at Princeton University.

WHILE "the ultra-sensational newspaper was established for the purpose of appealing to the mob mind" and may lay its primary stress on "sex, gold and blood," N. A. Crawford, who is the Director of Publications of the United States Department of Agriculture, does not think that the remedy lies in the suppression of the news of crime and other anti-social acts.

Writing in *The Christian Advocate*, he says:

A practice common today in the interests of sensationalism consists in selection of news in general, and selection of features of a given news story, which will appeal to the instincts of the herd. The distorted effect thus given is similar to the effect produced by exaggeration, but the method is different. The facts as stated may be strictly accurate, but they are selected facts.

Mr. Crawford names "the exact means by which a psychological appeal is made to the herd mind" as follows: exaggeration, "sex, gold, and blood," personification, catch-words (such as "war," "patriotism," "plot," "bolshivist," "radical," etc.), and make-up; "A confused jumble of type styles and sizes, arranged with a definite effort to avoid balance—defended on the grounds that it is a faithful representation of nervous urban life in the United States."

He thinks suppression of this type of news would "be followed by a vast outbreak of primitive, apparently unmotivated acts of violence and criticism."

Since "the release which is obtained through reading sensational matter is a real release, a genuine social safety-valve," he would seek other remedies. One of them would be "a re-education of the public on a strictly realistic basis, a re-education which shall aim to get rid of rationalization and to reduce reverie, 'day-dreaming' to its normal place in thinking."

TO promote good will for a bank is doubtless the purpose of "News and Progress," a pamphlet published by the Bank of Manhattan. The booklet, however, does contain several chapters of special interest to newspaper people, even though it was printed for public distribution.

The chapter, "From News Letter to News Paper," is an interesting historical resumé from the days when John Campbell printed his Boston news letter in 1704 down to the present time. The next chapter answers the question, "What is News?" Chapter IV tells how the newspaper has become the market-place of the community.

Remaining chapters develop in detail ideas suggested in Chapter IV. Their contents are well indicated by the paragraph at the close of the last chapter:

So much we know, yet we do not fail to recognize that the contribution of the American newspaper is civic, educational, moral and inspirational as well as economic. Moreover, it is the great force that binds America together. In its columns—news, editorial, advertising—may be discovered its essential function—to integrate the one hundred and seventeen million Americans into one American people.

The illustrations are especially appropriate and add a charm to the booklet. Copies may be obtained upon application to the Bank of Manhattan, New York City.

Our national fire loss is at  
the rate of \$16 every second

## Time's Hand Rests Lightly on the Concrete Masonry Home

Concrete building units such as concrete block or concrete building tile put the masonry house within the reach of everyone.

Reasonable first cost, freedom from upkeep and depreciation, great stability, maximum fire safety, are outstanding advantages secured with concrete masonry units. Speed of construction is another.

In whatever form concrete is used, it stands alone as the one structural material that grows stronger with age.

While concrete block and tile are particularly adaptable to residence construction, they are equally suitable for schools and industrial buildings.

Before you build, investigate concrete masonry. Remember that the utmost of quality and value follows the use of concrete building units.

Ask for your free copy of  
"A Book of Beautiful Homes"

PORTLAND CEMENT ASSOCIATION  
33 W. Grand Ave., Chicago

A National Organization to  
Improve and Extend the Uses of Concrete

Offices in 31 Cities



*With the November Issue*  
*The* **DELINEATOR**  
*and the* **DESIGNER**

will be combined in one  
magazine to be known as  
**DELINEATOR**

**I**N appearance and in content, the new Delineator will be a magazine distinguished from any publication in the women's field today.

It is the fixed intent of the publishers to make a magazine for that comparatively large number of American women who have critical taste and the means to gratify it.

This influential class is not restricted to the few nor does it include the millions. It is composed largely of the wives and daughters of substantial men in business and the professions.

These women and girls are interested in the latest authors, the smartest fashions, the most advanced information for directing their households.

The new Delineator will mark both an evolution and a revolution. It will appeal to these women with an intensity and to a degree that has no precedence.

*The price of the new Delineator will be 25 cents.*

The guaranteed circulation, from the November issue, will be 1,250,000.

The present guaranteed circulations of The Delineator and Designer are 1,700,000.

Obviously, the advertiser for some time to come will be receiving several hundred thousand excess circulation.

The new Delineator, November issue, closes September 1.

**THE BUTTERICK PUBLISHING COMPANY**

S. R. LATSHAW, *President*

WITH THE GENERAL ADVERTISERS

Advertising Program Behind Lambert Pharmacal Company's Sales Gain— Delco Expansion Due to Newspaper Advertising— Jewelers Seek \$2,000,000 Fund

AN advertising program that calls for expenditure in excess of \$3,000,000 for 1926 is an important factor behind a 50 per cent increase in sales and earnings of the Lambert Pharmacal Company's quarterly report announced last week.

More than \$4,400,000 has been spent on advertising by this concern during the last four years. The advertising expense in 1925 was \$2,100,000. The account is handled by Lambert & Feasley, New York advertising agency, with Frank Mace account executive.

On account of the nature of the business and the absence of any necessity for large capital expenditures, directors of the Lambert Pharmacal Company have followed the policy of declaring dividends covering a major portion of earnings each year, there being no need to have in the business any substantial amount over \$1,000,000, which is approximately the amount shown in the balance sheet.

Sales in the first two months of this year were \$470,000 in excess of sales in the same two months in 1925, and sales in that period were \$365,000 in excess of the corresponding 1924 period. More recent months this year have shown an even greater rate of increase.

Newspaper advertising, according to officials, has made necessary a \$100,000,000 expansion program started this week by the Delco Light Company, Dayton, O. Immediate plans call for construction of a \$20,000,000 factory addition, one mile long, at Moraine City, near Dayton. The new factory will be used entirely for construction of electric refrigerators.

The National Jewelers' Publicity Association is seeking to raise \$2,000,000 to educate the public about jewelry styles and to popularize the slogan "Gifts that Last." John Drake, 239 Springfield avenue, Newark, is executive secretary of the association. P. J. Coffey is president. The association has announced that \$700,000 has been subscribed already towards the fund.

The American Leather Producers, Inc., co-operative association of tanners, is now placing its advertising through Frank Seaman, Inc., New York advertising agency. Use of newspapers is included in the advertising program now being planned, with space being purchased in newspapers in 26 cities. Copy is expected to start in August. T. R. Elcock, is account executive, handling the campaign.

Barton, Durstine & Osborn, Inc., New York, has been appointed to handle the advertising of the American Optical Company, Southbridge, Mass.

Charters were granted June 17 at Dover, Del., to 44 drive-it-yourself automobile corporations, with a total capitalization of \$32,605,000. The "Mother" corporation is the Hertz Drivurself Corporation, capitalized at \$30,000,000. The Hertz Drivurself Stations, Inc., was capitalized at \$2,500,000.

Hertz advertising is handled by the World Wide Advertising Corporation, New York. E. M. Scholz, president of this agency, was in Chicago this week, discussing advertising plans for the new drive-it-yourself corporations. EDITOR & PUBLISHER learned.

The forty-two other companies all bear the name of the Hertz Drivurself Station, Inc., each capitalized at \$2,500,000. These companies will operate in Alabama, Arkansas, California, Colorado, Connecticut, District of Columbia, Delaware,

Florida, Georgia, Iowa, Indiana, Idaho, Kansas, Louisiana, Maine, Montana, Maryland, Massachusetts, Michigan, Mississippi, Minnesota, Nebraska, New Hampshire, New Jersey, Nevada, New Mexico, North Carolina, North Dakota, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Virginia and Vermont.

Nestle Laboratory of Hair Research, New York, is expanding its newspaper advertising schedule as rapidly as distribution is perfected. Beginning with a campaign in New England newspapers, advertising was later spread on in New York, and present plans contemplate a move westward through the northern section of New York state, to Pittsburgh, Chicago, and eventually the Pacific Coast. The account is handled by Foote & Morgan, New York agency. Miss Bertha Cook is space buyer.

An appropriation of \$2,500,000 for advertising Miami in the newspapers and magazines of the country is being considered by the Miami Chamber of Commerce and city officials. Miami Beach Chamber of Commerce is considering a \$50,000 budget for its advertising—a total of \$3,000,000 for advertising space telling the "real" story of Miami.

School Janitor Wins Daily's Cup

One of the practical ways by which the Minneapolis Tribune co-operates with the Minneapolis public schools consists of awarding a silver trophy to the neatest janitor-engineer in the system. At this year's inspection and review at Central High School, 400 janitor-engineers lined up before the judges. J. Walter Monahan of the Cooper School won and was given possession of the cup for one year. H. F. Miller, engineer of the Tribune building, presented the daily's trophy.

Misleading Advertising Charged

Charges that the Mizner Development Corporation, developers of Boca Raton, Fla., placed misleading advertising in magazines and newspapers were made this week by Guy A. Reed, New York carpet manufacturer, in a suit filed against the corporation in Jacksonville, Fla. Appointment of a receiver for the corporation was argued and Judge R. M. Call in the Jacksonville U. S. District court took the case under advisement. A large number of the statements in the advertisements are untrue or should have been known to be untrue by the corporation, the petitioner alleged. It is alleged the corporation has outstanding liabilities amounting to several million dollars.

PRINTING SCHOOL FOR NEW ENGLAND PRESS

Newspaper Association Announces Course at Springfield to Start July 1, Combating Shortage of Printers—Instruction Free

A school for printers, sponsored by the New England Daily Press Association, will start July 1, at Springfield, Mass., Frank E. Phillips, association manager announced this week.

Students will be given a four months' course free and will be placed on New England newspapers upon graduation.

In making the announcement, Mr. Phillips said there was no intent on the part of the New England group in sponsoring the school of combating the International Typographical Union, or "anything else excepting combating a shortage of printers."

The union has been attacking schools of printing conducted by publishers, preferring to further the I. T. U. bureau of education.

Members of the N. E. D. N. A. are co-operating in promotion of their printing school by inserting advertisements of the Springfield course in their newspapers.

Decision to sponsor the school was reached recently by the association's board of governors. William J. Pape, Waterbury Republican-American, is association president.

"There is no excess of operators or compositors in New England, union or non-union," Mr. Phillips said. "This is a situation sought by organized labor as a means of keeping less efficient of their numbers at work, getting more and more money in salaries, and enforcing, through a shortage of trained labor, conditions to which publishers should not agree."

Novel Circulation Promotion

The Biloxi-Gulfport (Miss.) Daily Herald recently used small silhouette cuts of its carrier boys on their bicycles as a border around two facing inside pages as a novel circulation promotion feature. The border of cuts occupied a space 3 1/2 inches around the pages. Under the picture of each carrier was the name of the town in which he carries papers. A portion of the border was made up of cuts of the paper's delivery automobiles. Over the cuts ran the line "These boys, bicycles and automobiles deliver the Daily Herald every afternoon."

Advertisement for Linotype featuring a large image of a Linotype machine and text: 'TRADE LINOTYPE MARK', 'The Linotype is a happy medium... It is easier to read than seven point... The Linotype gives good legibility even when solid. Cast on seven point body... Point Ionic gives the effect of a leaded—and with a definite word-count over the... The first paper to use the Evening... N. J. a trial of... the man... are enthu... and readers... was of commen... of the most appre... Joseph H. Salov, a lead... st, and past president of... Optometric Association... addressing the editor of... ing News: "It would be... or any one else who... amount of good that will... recent change in the... use in the makeup of... was not recognized... so acknowledged by... ted in the conservation... is the accumulated un... on the eyes, due to the... and poor type used in... ers, that hastens the day... val aid must be sought. Al... versed in the nomenclature... you have been using for the... days, it is of a style and charac... it immediately makes itself felt... is far more readable and comfort... than the former style. I am sure... that there are many thousands of... readers who, possibly unknowingly, feel... the added comfort." After several years... of investigation and experimentation...

No dull Summer IN Los Angeles! Keep your schedules active - in June, July, and August! Los Angeles Examiner

Study the design of this NEW face Linotype 6 1/2 Point Ionic No. 5 See how perfectly it meets the difficult requirements of modern newspaper printing conditions. Notice the full, 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 6 1/2 Point Ionic is made with italic and small caps and also in combination with Bold Face No. 2. MERGENTHALER LINOTYPE COMPANY BROOKLYN, NEW YORK SAN FRANCISCO CHICAGO NEW ORLEANS CANADIAN LINOTYPE LIMITED, TORONTO Representatives in the Principal Cities of the World

# PENNSYLVANIA—



~ The State of high wages and steady work!

EVERY ONE of the dailies listed here covers a territory known for its busy factories, that employ workers steadily—the year 'round and pay good wages to satisfied workers.

Each of these communities is the trading area for rich farming country as well as mining towns where men work hard, earn big wages and have money to spend.

For the National Advertiser, Pennsylvania is an ideal market—easy to reach, distribution is simplified, and the daily papers offer the best and most direct medium.

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	31,400	.10	.10
**Allentown Call .....(S)	22,349	.10	.10
††Beaver Falls Tribune.....(E)	6,553	.03	.03
††Bethlehem Globe Times.....(E)	13,272	.06	.06
††Bloomsburg Press .....(M)	7,673	.04	.04
**Chester Times .....(E)	18,295	.06	.06
††Coatesville Record .....(E)	6,783	.035	.03
**Connellsville Courier .....(E)	5,928	.02	.02
**Easton Express .....(E)	25,473	.08	.08
**Erie Times .....(E)	28,596	.08	.08
††Greensburg Tribune Review....(EM)	14,883	.05	.05
††Hazleton Plain Speaker.....(E) }	19,852	.07	.06
††Hazleton Standard-Sentinel..(M) }			
**Mount Carmel Item .....(E)	4,307	.0285	.0285
**Oil City Derrick .....(M)	8,588	.04	.04
**Pottsville Republican and Morning Paper .....(EM)	15,346	.08	.07
**Scranton Times .....(E)	43,230	.13	.12
**Sharon Herald .....(E)	7,236	.0357	.0357
**Sunbury Daily Item .....(E)	5,224	.03	.03
**Washington Observer and Reporter .....(M&E)	17,589	.06	.06
††West Chester Local News .....(E)	11,860	.04	.04
**Wilkes-Barre Times-Leader ....(E)	26,204	.06	.06
††Williamsport Sun and Gazette & Bulletin .....(ME)	28,000	.09	.09
††York Dispatch .....(E)	19,632	.05	.05

\*\*A. B. C. Publishers' Statement, March 31, 1926.

††Government Statement, March 31, 1926.

**PHILADELPHIA WOMEN ENTERTAIN OVERSEAS DELEGATES**



**M**EMBERS of overseas delegations were entertained Sunday night by the Philadelphia Club of Advertising Women celebrating their 10th anniversary at a dinner and reception at the Ritz-Carlton. Mrs. Ellen S. Patten, president of the Philadelphia Club, welcomed the delegates. A musical program was rendered by Mlle. Jeanne Modave, Belgian cellist, and the Arion String Quartet. Among the guests were Sir William Henry Veno, advertising advisor of the Veno Drug Company, Ltd.; Sir Robert Baird, managing proprietor Bel-

fast Telegraph; Col. E. Watts Allen, C. B. E., general manager Civil Supply Association, London; Lt. Col. Edward Frederick Lawson, president of the Advertising Association, England; Mrs. Lawson; Ivor Nicholson, director and business manager, National Magazine Company, Ltd., London; William Beveridge Robertson, advertising manager Amalgamated Press, Ltd., London, and Mrs. Roberston, and William M. Teasdale, advertising manager London & Northeastern Railway. Among the speakers were President

Woodbridge, Past President Rowe Stewart, Mrs. Bernice Blackwood, president of the Federated Women's Advertising Clubs; Miss Ethel Scully, member of the A. A. C. W. executive committee, Sir Robert Baird, Sir William Veno, Col. Lawson and others. The reception committee comprises Mrs. G. A. Wiedemann, Mrs. E. G. Poret, Mrs. Thomas E. Ash, Mrs. Leonard Ormerod, Mrs. John H. Sinberg, Mrs. Rowe Stewart, Mrs. Edward B. Finck, Mrs. A. C. Delaplaine, Mrs. Ross Anderson, and Mrs. H. Ennis Jones.

**TRAINING OF SALESMEN TOLD TO TEACHERS**

**Curtis Executive Outlines What Qualities Are Sought in Prospective Solicitors Before Advertising Professors**

By JAMES M. MOSELY

How the Curtis Publishing Company selects and trains its advertising representatives was explained by Earl M. Wilson, manager of the New York office, in a talk Tuesday night at a dinner of the National Association of Teachers of Advertising and Marketing, at the Benjamin Franklin Hotel, Philadelphia.

"The average age of our publishers' representatives is about 33 years," he explained. "We prefer to get a man when he is about 30 years old after he has had seven to nine years practical business experience following his education. Our staff of 100 to 115 men are recruited from all walks of life, each with an experience and fund of information. Sometimes the man has had three or four jobs.

"The first thing we want to know about a prospective salesman is what sort of a personal background he has had. Who is he? What did he do in school? Was he carefree or a worker? Was he fairly good in his studies? Could he get along with other people? Was he a leader in some branch of school activity?

"After receiving an application from a man who looks good to us, we are conservative about taking him on. We have him interview us a number of times and probably have him wait for three or four months so that when he does join us he knows we take our business seriously. When he is with us, we give him whatever time he needs to find himself without putting on him for a while any definite production responsibility. He has behind him our research department and the experience of co-workers.

"The qualities we require in a man—and the ones teachers of advertising should foster if it is possible—are energy (advertising is a poor place for a lazy man), imagination (controlled, not flighty), common sense (many errors and crimes blamed on advertising should be charged to lack of common sense), more

psychology, the ability to discern important facts and brush aside non-sequentials, and sincerity."

The agency point of view on what the schools can do to shape advertising material was contributed by Fred J. Ross of the F. J. Ross Company, New York City.

"Can you not set the material a little more finely?" he asked. "The agencies must be exacting. They have to be. They need better material. They are not receiving the supply of material of caliber, trained or untrained, sufficient to meet the demand. Will it not be possible to set higher standards for education of the young men in advertising?"

"It is good to see a young man from college who has a definite idea of what he wants to do in life. The number who call on us agencies without any such idea is astonishing.

"We wish the college graduate would take the advertising business more seriously. It is no field to enter for excitement or as a game or just for making money. At present we have to try to sift out and get our own material. Some day we hope we can depend on your schools for it.

"The young man about to enter advertising should be taught the function of

policy which must lie behind all advertising efforts. He should be taught to be at his ease in the use of English. He should be taught the ethics of advertising."

**BAYNE BUYS IN DULUTH**

**Purchases Control of News Tribune from James E. Rockwell**

Reed Taft Bayne, who last November joined the *Duluth News Tribune* as vice-president and managing editor, recently purchased control of the publishing company from James E. Rockwell. Mr. Bayne has been elected president and editor of the paper.

Ray D. Handy retains his stock in the company and continues as treasurer and general manager. J. H. Jordan, advertising manager, has been named business manager and Walter Hard, managing editor.

Before coming to Duluth Mr. Bayne was managing editor of the *Superior* (Wis.) *Telegram*.

It was stated that Mr. Rockwell, with Charles R. Adams, formerly managing editor of the *News Tribune*, has purchased a daily in another section of the country.

**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 *Tampa Morning 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.

**Good Reporters make Good Newspapers**

**T**HE backbone of the newspaper is its news gathering staff. Lacking intelligently-collected and well-written news, no paper can be successful. Every successful newspaper has based its accomplishments primarily on the efforts of its reporters.

**THE COPY DESK MAKES GOOD REPORTERS**

**T**HE COPY DESK, the keystone of the City Room, is the preceptor of the editorial staff. The Copy Desk cannot create good stories, but by its work of editing and by its surveillance of the work of the staff, can instill into the reporters its best conceptions of news gathering and writing. Thus the Copy Desk is likewise an all-important factor in the making of a paper.

**NEW YORK COPY DESK TRAINING**

**N**EWSPAPER MEN everywhere who wish to avail themselves of Copy Desk Training by the methods in use on the best New York newspapers will be interested in the new Home Study Course of the Newspaper Institute. This training in practical newspaper writing and editing in the New York manner was written by a newspaper man of 20 years' experience in the metropolitan field. A dozen New York staff writers contribute lectures on various phases of newspaper work.

It is the most complete and most practical training in newspaper work available by any method of instruction outside a New York editorial office, and contains many inside stories of how big news stories of recent years were handled. The Course is sold on reasonable terms. For catalog and special arrangements for members of the press, use the coupon.

**Newspaper Institute of America**  
25 West 45th Street  
New York

Newspaper Institute of America, Dept. 86  
25 West 45th Street, New York  
Send me, without obligation, complete information on your course in Newspaper Writing, also information on Special Press Enrollments.  
Mr. \_\_\_\_\_  
Mrs. \_\_\_\_\_  
Miss. \_\_\_\_\_  
Address \_\_\_\_\_  
Occupation \_\_\_\_\_

**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: 110 East 42nd Street  
CHICAGO: 1010 Hartford Building

**WHAT'S WHAT IN THE FEATURE FIELD**

**Watson Davis Explains Functions of Science Service—Prof. Norton to Interpret Foreign Affairs—Fitzhugh Green Handles Comm. Byrd's Reception**



Babe Ruth, handled by the Christy Walsh Syndicate, showing E. H. O'Hara, publisher of the *Syracuse Herald*, a wrist watch presented him by an admirer.

NEWSPAPERS soon will never "dare to go to press" without including some scientific copy within its columns," Watson Davis, managing editor of Science Service, Washington, D. C., told members of the American Association of College News Bureaus in convention at Lafayette, Ind., June 18. Mr. Davis described science news as "truly international."

"Science is even more international than music, world politics, or international exchange," he said. "A foreign country which may care little whether or not Coolidge is president, may eagerly grasp and utilize a seemingly insignificant result from a foreign research laboratory."

Mr. Davis told how the late E. W. Scripps endowed Science Service, which was organized five years ago. It has had, he said, the co-operation of the three leading scientific societies of the country—the American Association for the Advancement of Science, the National Academy of Sciences, and the National Research Council.

"Today Science Service has established or in preparation 15 different features for use by newspapers," he continued. "It is estimated that one-fifth of the population of the United States is reached by its product every day. This institution for the popularization of science, while operating first in the newspaper field, because through the newspapers the largest number of people can be reached with the smallest effort, time, and expense, is now entering other fields, such as book and magazine publication, platform and radio lectures."

A new weekly feature interpreting foreign affairs, written by Prof. Henry Kittredge Norton, is being offered by the New York Herald Tribune Syndicate.

Prof. Norton is described by the syndicate as having had vast experience in all foreign countries of importance. He is said to number among his friends conservatives, radicals, prime ministers, and revolutionary leaders. He is author of several books, and has contributed to many magazines and newspapers, including: *Century*, *World's Work*, *Asia*, *Current History*, *Living Age*, *New York Herald Tribune*, *New York Times*, *New York Sun*, *Christian Science Monitor*, *Manchester Guardian*, *Amsterdam Telegraph*, *Brussels Soir*, and *Tokio Japan Advertiser*.

Fitzhugh Green, general manager of the George Matthew Adams Service, is acting as personal representative of Commander Richard E. Byrd, first man to

fly to the North Pole, who arrived in New York from his adventure on June 23. Mr. Green has himself made many trips to the arctic with polar expeditions.

Alexander Hamilton of the editorial department of the Metropolitan Newspaper Service, sailed from New York, June 24, on the S. S. "Majestic," bound for England and the continent on business for the syndicate. Mr. Hamilton has been a member of the Metropolitan staff since 1924. He is a great, great grandson of Alexander Hamilton of Colonial days, and also a grandson of the late J. Pierpont Morgan. Max Elser, Jr., president of the syndicate, would not disclose the purpose of the trip.

The Conde Nast Newspaper Service, New York, is now running a weekly house plan as part of its daily "House & Garden" service.

A prosperous condition in the newspaper field was reported this week by Philip Dietz, of the sales staff of the New York Herald Tribune Syndicate, following his return from a six weeks' trip through the south and middle west. Mr. Dietz called on more than 100 newspapers, and in not one office did he hear any grumbling about "poor business." Everywhere he heard comment on the large increase in national advertising.

A combination offer is being made by the Ullman Feature Service, Washington, D. C., of "That Motor Car of Yours," by William Ullman, and "The Trend of Business," by Herbert S. Hollander.

Philip D. Stong is now editor of the North American Newspaper Alliance, with offices in New York headquarters. Mr. Stong was formerly associated with the Associated Press and the Des Moines Register. John R. Coulter, assistant general manager of N. A. N. A., is on vacation, canoeing and fishing on the Connecticut River. He will return to New York in about two weeks.

Helen Keller, deaf and blind lecturer and author, is writing a daily feature "Be of Good Cheer" for the Famous Features Syndicate, Inc.

Leslie Fulenwider, president of Famous Features Syndicate, Inc., is in the south on business. W. L. Wardell, vice-president in charge of sales, has returned from the west to the New York office.

# BRIDGEPORT

## INDUSTRIAL CAPITAL OF CONNECTICUT



Bridgeport has more than 400 manufacturing establishments producing over 5000 different commodities.

Its diversified industries make Bridgeport an exceptionally prosperous market. There are no general dull times. The flow of income is steady and continuous.

The Bridgeport trading area embraces almost a quarter of a million people—all potential buyers of advertised products.

You can cover this fertile market profitably and thoroughly at one cost through the

# BRIDGEPORT POST & TELEGRAM

Over 95% of The Post & Telegram's circulation is concentrated in the city and suburban territory.



## THE BRIDGEPORT POST-TELEGRAM

### THE BRIDGEPORT SUNDAY POST

BRIDGEPORT, CONN.



## GILMAN, NICOLL & RUTHMAN

National Representatives

New York Chicago Boston San Francisco

## ADVERTISING AGENCY AFFAIRS

**E. H. Brown Starts Own Agency in Chicago—Rankin Gets All Hollywood Accounts—Hanson Moves to Own Building—Potter Partner in Prehn-Mackey Company**

**E**DWARD H. BROWN has started an advertising business of his own at Chicago under the name of the E. H. Brown Advertising Agency. For the past five years he has been out-of-town classified advertising manager of the *Chicago Herald & Examiner*.

S. F. Merena has joined the new business as an account executive.

The Wm. H. Rankin Company of Chicago and New York will handle all the newspaper and magazine advertising of the Hollywood interests, Hollywood Beach Hotel and Port Florida during the coming year.

During the past year the Hollywood interests have had three advertising agencies, including the Rankin Company.

The Joseph E. Hanson Company, of Newark, N. J. has announced the removal of its offices from 12 Washington Place, to its own building at 85 Lincoln Park, corner of Pennsylvania Ave., Newark.

Douglas Potter has become associated as a partner in the Prehn-Mackey Company, agency, New York. Potter was formerly with the George L. Dyer Company, agency, New York City.

Completion of plans for the opening of offices in the Johnston building, Charlotte, N. C., by the Elias C. Lyndon Advertising Company, Inc., under the management of E. C. Lyndon, formerly con-

nected with the Ivey organizations, has been announced.

The company will open with an authorized capital of \$75,000 under a charter recently granted. Officers are announced as F. H. Bierman, president; E. C. Lyndon, secretary and general manager, and Everett C. Bierman, treasurer.

The agency will handle chamber of commerce, textile, real estate, mercantile and bank advertising.

Mr. Lyndon, who will be in active charge, was advertising manager of the local Ivey store for several years until 1925, when he resigned and affiliated himself with the Carl J. Bailliot Agency, of Greensboro.

Edwin J. Sommers, formerly with the F. R. Steel Agency, has now joined the merchandising staff of the Chicago Office of the C. E. Brinckerhoff Organization of Chicago and Cleveland.

W. Austin Campbell Company, advertising agency, has moved to larger quarters at Suite 709-15 Broadway Arcade building, Los Angeles. W. Austin Campbell heads the company bearing his name, while Norman J. Boroughs, realty advertising man, is vice-president. Research and statistics are under the direction of C. F. Remington, and sales and technical counsel is directed by Glen L. Codman, Merle Cox and Ernest Forrester are in charge of the art department, while F. F. Pohlman is the chief copy executive.

## AD TIPS

**Thomas M. Bowers Company**, 304 South Washburn avenue, Chicago. Issuing orders to newspapers on the Atlantic hotel, Chicago.

**Brandt Advertising Company**, 431 North Michigan avenue, Chicago. Will place the advertising of the Rub-More company, Fort Wayne, Ind.

**Critchfield and Co.**, 14 E. Jackson boulevard, Chicago. Sending out contracts to newspapers generally on Firestone Tire & Rubber Company of Akron, Ohio.

**John H. Dunham Company**, 431 North Michigan avenue, Chicago. Handling accounts of the Walbert Manufacturing Company, Chicago, which plans to start extensive advertising late in the fall, and the account of Thorardson Electric Company, Chicago. The Dunham company will make up their list soon.

**Albert Frank and Co.**, 134 S. La Salle street, Chicago. Is issuing resort copy to metropolitan cities on the Shoreland Hotel, Chicago.

**James Greene Co.**, Atlanta, Ga. Sending out schedules to southern papers on Davis Mfg. Co. (Fly-Flu), Knoxville, Tenn.

**Henri, Hurst and McDonald**, 58 East Washington street, Chicago. Making up the list for the Federal Telegraph & Telephone Co.

**Kling-Gibson Company**, 310 South Michigan boulevard, Chicago. Flushing the account of the Trimm Radio Company, Chicago, and expects to make up a list shortly.

**Martin Advertising Agency**, 37 West 39th street, New York City. Has secured account of the Tannersville Chamber of Commerce, New York.

**William H. Rankin Company**, 435 N. Michigan avenue, Chicago. Will handle all the advertising of the Hollywood interests, Hollywood Beach Hotel and Port Florida, during the coming year.

**Fred A. Robbins Co.**, 360 North Michigan avenue, Chicago. Compiling a regular list of newspapers on Burgess Battery Company, Madison, Wis.

**Charles H. Touzalin Company**, 7 South Dearborn street, Chicago. Issued orders to a list of newspapers on Vesta Patterny.

**Williams and Cunningham**, 6 North Michigan

boulevard, Chicago. Giving copy orders on College Inn Cooked Food Company, Chicago, to a small list of newspapers, chiefly metropolitan dailies. Thirty to forty cities are being used in a list of newspapers being made up for the Western Clock Company, La Salle, Ill., to advertise a pocket watch.

## Buffalo News Changes Type Style

The *Buffalo Evening News* has changed the style of its main body type from a seven point face on seven point slug to seven point on an eight point slug, thereby improving its reading qualities, according to Marc A. Rose, managing editor.

## MERCHANT & EVANS CO. PHILADELPHIA

Producers of

**SPARTAN  
TYPE  
METAL**

Since 1866

LINO • MONO • STERO  
INTERTYPE  
COMBINATION

Stocks in Principal Cities

## HARTFORD TIMES WINS T. D. TAYLOR SUIT

**Defense Claimed Fraud and Misrepresentation Influenced Signing of Contract for Advertising Plan—Judge Holds No Right of Accounting**

A verdict favoring the *Hartford Times* in the suit brought against it by Thomas D. Taylor was handed down by Justice Edwin S. Thomas of the United States district court in Hartford, June 16.

Mr. Taylor brought suit in equity against the Times to recover damages and to secure an accounting of profits because of a signed contract by which the Times obtained a plan for securing classified advertising. The case had a long trial that started in New Haven and wound up in Hartford at which a large volume of testimony was introduced.

Judge Thomas upheld the defense of the Times that there was misrepresentation in the securing of the contract through Mr. Taylor's representing himself as the publisher of the *Philadelphia Evening Telegraph* when that connection had ceased three years before. He also found that Mr. Taylor deliberately used that previous connection with the intent to secure whatever advantage it would bring him. He also upheld the contention of the Times that there was a lack of consideration in the plan which Mr. Taylor sponsored. His decision stated that "the 'plan' was not a 'plan' and that its use would not accomplish the results promised for it."

He declared that there was no breach of contract and if there was a breach in the failure of the Times to use the plan there still would be nothing before him by which he could determine "even in the most speculative manner the extent of the damage." He held that no right of accounting exists.

**Longmont (Col.) Times Elected to A.P.**

The *Longmont (Col.) Times* has been elected to membership in the Associated Press. Ray S. Lanyon is publisher.

## EDITOR & PUBLISHER CALENDAR

June 28-29—Pennsylvania Newspaper Publishers' Assn., convention, State College, Pa.

June 20-July 1—National Editorial Assn., 41st annual convention, Los Angeles, Cal.

July 2-4—Amateur Press Assn., meeting, Philadelphia.

July 5-8—Twelfth District, A. A. C. W., meeting, San Francisco.

July 6-8—Southern Newspaper Publishers Assn., annual meeting, Asheville, N. C.

## Arthur Ruhl Marries in Berlin

Arthur Ruhl, Berlin correspondent for the *New York Herald Tribune*, was married on June 11, to Zinaida Yakouchikoff, a Russian, at the Russian Church in Berlin. After a honeymoon in London they will come to the U. S.

## Our Customers Write Our Ads

**Bloomsburg, Pa., Press  
Says—**

"Since the installation of our super-excellent DUPLEX TUBULAR press, we have had real joy in our office."

**DUPLEX  
PRESSES**

FOR ALL NEWSPAPERS

**Duplex Printing Press Co.  
BATTLE CREEK, MICH.**

## 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.

**WHAT THEY ARE SAYING**

**ADVERTISING DEFINED**

"ADVERTISING conducted on the best accepted modern lines is in simple language the news about a man's business told to the public he seeks in an attractive, convincing way, and always told honestly."—T. A. Grehan, advertising manager, Independent Newspapers, Ltd., Dublin.

\* \* \*

**PRODUCT MUST BACK UP ADVERTISING**

"TIME is the supreme test of every product. Good advertising will sell anything once, perhaps twice. Only real merit will sell a thing over and over again. Continued success is the crucial test of everything."—Franklin Dorset, Whittet & Shepperson, addressing Insurance Advertising session, A. C. W. convention, Philadelphia.

\* \* \*

**NEWSPAPERS BEST FOR IMMEDIATE SALES**

"THE volume of our present business has been turned from the magazines as a medium to the newspapers, because newspapers get quicker action and more intimate action, especially in matters of real sales and not matters of mere publicity. We differentiate in the matter of immediate sales and publicity. We give precedence in seven cases out of ten to the newspapers rather than the magazines for immediate results."—Frank Presbrey of Frank Presbrey Advertising Agency, before *New York Times* advertising staff.

\* \* \*

**SELLING AD PROGRAM TO SALES FORCE**

"ANY advertising plan to get the best results must be specific in showing the salesman how the advertising can help him directly and personally. If this could be brought home to every individual salesman not only would his sales increase but it would react to make advertising more effective and consequently add to the income of the organization for which he is working."—William A. Hart, Advertising Director, E. I. duPont de Nemours & Co.

\* \* \*

**MODERN NEWSPAPERS SERVE PUBLIC**

"TODAY the public gets local, state, country and world-wide news, all supplied indiscriminately as to quantity, regardless of expense in obtaining it, relative importance alone being considered. Today when a public service is to be performed in righting a political wrong it is the newspaper that initiates it. Today when a hospital needs an endowment, the committee's first thought is to enlist the support of the newspapers."—N. R. Hoover, Circulation Manager, *New York World*.

**N. A. N. A. SENDS OUT TWO GLOBE-RACERS**

E. S. Evans, Detroit, and Linton Wells, New York, Start Out to Beat Present Record for Speed Around World —Goldstrom Loses

With John Goldstrom, former reporter of the *New York Evening World*, stuck in Siberia, the North American Newspaper Alliance has sent two more reporters from New York in a race against against time around the world.

Edward S. Evans, Detroit, and Linton Wells, New York, made a dramatic getaway from the Pulitzer Building early in the morning of June 16. The two men were guests at a dinner given by the N. A. N. A., and, still in their evening clothes, they were rushed aboard a coast guard patrol boat, which set out down the harbor under forced draft to catch the Aquitania. By not sailing on the liner, the globe-circlers picked up half an hour on the normal running time to England.

At the start of the race in front of the Pulitzer Building, John Henry Mears, present record holder, who went around the world in 1913 in thirty-five days, twenty-one hours, thirty-five minutes and four-fifths of a second, shook hands with Evans and Wells and wished them god-speed.

**DAILY FOR MOVIE FOLK**

"Barbara Worth Times," Using U. P., Published on Location

Samuel Goldwyn Productions, Inc., is issuing a daily newspaper for members of the cast filming the "Winning of Bar-

bara Worth," now on location in a Nevada desert. The United Press report is being used.

The Goldwyn organization has erected three movie cities, Rubio, Kingston and San Felipe on the desert wasteland, between Gerlach and Winnemucca, Nev., 35 miles from the nearest town. Collectively the three are known as Barbara Worth, Nev., and will accommodate at times more than 2,000 inhabitants, during the location period.

The daily paper is called the *Barbara Worth Times*, and will be continued for three months, according to present plans. It will be sold throughout Nevada and mailed to motion picture exhibitors throughout the country.

John Miles, U. P. correspondent, is handling the pony wire to the Goldwyn Camp.

**CIRCULATION BUILDING SUPREMACY**

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

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

**HOLLISTER'S**  
Circulation Organization

Wire or Write us at 717-718 Commercial Exchange Bldg., LOS ANGELES

**I Want To Get My Hand In Again!**

*A year from now I'll likely buy a daily*

I want a year's job on a daily paper, first paper, second paper, last paper—just so the work is at the office of publication.

I know the newspaper business as it was five years ago. Pressman at fourteen, make-up at sixteen, circulation manager at eighteen, city editor at twenty, advertising manager at twenty-two, publisher's rep. at twenty-five.

At thirty I am beginning to realize on the result of four years' work as publisher of a trade journal, started from nothing, twenty thousand in the issue after we sold it.

Revenue from the sale of this publication is beginning to come in. I will eventually invest this money in the newspaper field. While I accumulate enough to be useful I believe practical newspaper experience will be worth while.

I have embarked in a business that requires close study of the daily press. My income for the coming year has been estimated at about twelve thousand dollars. I'm willing to pass this up for a lot less in newspaper work, but prefer a commission or bonus arrangement that will give a chance at profits rather than a stiff salary.

I believe I can sell advertising again, build volume and increase revenue, alone or with a staff.

I believe I can direct the staff of any newspaper or any department, and increase efficiency and revenue.

I'll turn my job over at the end of a year, with a competent understudy ready to step in. I'll guarantee not to buy opposition.

Now in New York—able to sell this business within a month—ready to go anywhere.

A telegram will bring a long distance phone call to arrange a conference—at once.

BOX A 600

EDITOR & PUBLISHER

TIMES BLDG.

NEW YORK CITY

# \$5,000,000 YEARLY BUSINESS OF PEN FIRM CREDITED TO NEWSPAPERS

## Sheaffer Company of Ft. Madison, Ia., Automatically Increases Advertising as Sales Mount—Dominating Space Used in Dailies and College Papers

By HAMMOND EDWARD FRANKLIN

### FACTS vs. FICTION

Let's forget all this fancy talk and sailing around in the clouds with high sounding phrases about color, design and class and get right down to solid earth with what constitutes a real good fountain pen.

1. A point tipped with hardest iridium and made by jewel makers who know how to grind a point so it will write smoothly.
2. A feed channel that lets ink down when you want it but not in such a flood that it drips out.
3. A barrel that is light weight and fits your hand without slipping or tiring.
4. A banded cap that will not break easily and that screws down to the section tight enough to form an air tight chamber that will not leak or sweat in your pocket.
5. A clip that is securely fastened to the cap and holds tightly to your pocket without wearing or tearing it.
6. An unqualified guarantee against any and all defects of construction and material.

Give your pen a drink of **Skrip** Makes the best pen write better.

Stop at your best Jewelry, Drug or Stationery store and see all these features in the Sheaffer pen.

Lifetime \$8.75    46 Special \$5.00    Student Special \$3.75

# SHEAFFER'S

PENS "LIFETIME" PENCILS  
W. A. SHEAFFER PEN CO., Ft. Madison, Iowa

Specimen of dominating newspaper copy used to sell a pen

AN early start for fall business by getting sales and advertising activities lined up and ready to release before July has been one factor in the growth within 13 years of an annual sales volume of more than \$5,000,000 for the W. A. Sheaffer Pen Company, Fort Madison, Ia.

The company put out its first Lifetime Pen at \$8.75 retail but sold only a small amount in its first year's volume of \$100,926.82. Most of the sales were on low-price pens. Now more than half of the company's sales are on the \$8.75 pen. National newspaper advertising has helped much in bringing this about.

Sales the second year were twice the first and each year since, except 1921, an increase has been enjoyed.

A study of the repairs on returned pens enabled the company to effect various improvements, such as adding a gold band to strengthen the cap and eliminate breakage, putting new and more costly material in the barrels (finally Radite, unbreakable), a heavy gold clip, etc., at the same time the increase in volume of sales obviated the necessity of raising the retail price. A lifetime guarantee, unconditional, was put behind the pen. All repairs were made free. If the old one could not be fixed, the customer was given a new one, regardless. This policy continues.

No advertising, other than giving pens to dealers, was used from 1913 until 1917 when the first campaign was released. That year sales went ahead \$130,976.13. In 1918, the sales increased \$380,666.34, showing the accumulated

value of the previous year's advertising. For several years magazines only were used.

In 1922, the plan of utilizing newspapers was put into effect and has been continued with notable success. The company bases its expenditure on a percentage of past sales and current monthly sales, so that if it gets a jump, it promptly "steps up" the appropriation. The line is sold direct to stationery, drug, jewelry and department store retailers.

The company declines to sell for punch board or premium purposes. On any orders received direct, it sends a check

### Get Circulation During the Dog Days

That old fallacy that circulation could not be obtained during the summer is no longer taken seriously by aggressive newspapers.

Of course business is harder in July than in December but I can get it. I have one of the best crews in the country—all clean, respectable salesmen and with them I can get you all the circulation you want quietly and at low cost.

Let me show you what I have done for other papers and what I can do for you.

**F. J. Marks Circulation Service**  
2524 E. 73d Street, Cleveland, O.

to the dealer for the profit. It has become "choosy" of just what type of dealer carries the line and expects a representative stock to be ordered. The dealer's profit depends upon the amount of stock carried. It is planned on a sliding scale.

In the early history of the company, the officers did the marketing. In 1919, 20 salesmen were trained and put to work. At present about 75 men handle the line under a contract which pays them a commission after they have reached a certain pre-determined amount. The salesman also has a quota higher than this amount. A club for salesmen who sell more than \$100,000 worth of pens gives a special incentive to live workers. The average sales per man in 1925 were over \$77,000, a gain of \$13,000.

"The addition of newspapers brought about a quick response and helped us chalk up further sales increases," an officer of the company commented. "Each year we have added more papers to our list as certain territories were brought up to a point that made intensive sales work profitable."

The newspapers have co-operated in running stories in their merchandising papers, giving local trade information, encouraging window displays and otherwise.

Three peaks appear in the fountain pen business. The first is in June when graduates and brides flourish. The second is in September when schools and colleges open and the third (and usually the sharpest) comes in the Christmas buying rush. However, through advertising and sales work, leading fountain pen makers, such as Sheaffer, have gone a long way to even up sales, even during warm summer weather. Fountain pens and pencils are much more staple twelve months than some years ago.

C. K. Hart, the advertising manager, recently explained:

"Before July of the year we have ordinarily perfected what we believe to be a most effective campaign to follow for the fall or opening of school period. The program is likely to include more

concentrated effort on the part of our salesmen and backing them with advertising in magazines, trade papers, newspapers, college papers and by general promotional work.

"We concentrate a little more effort in August even than June and July.

"By limiting our distribution to a choice of dealer, based on moral standing, credit, etc., we increase the value of the Sheaffer franchise to the dealer. It protects him in many ways, mainly granting him an opportunity to make a liveability profit on the Sheaffer line. We have but one set of discounts open to all Sheaffer accounts.

"We consider college newspaper advertising effective. This year we plan to run in about a hundred to a hundred and twenty college papers dominating space in each one, at about the same intervals and the same period as we will appear in general newspapers.

"Our newspaper list, we believe, blankets the United States. We believe newspaper advertising is one of the most

## NEWSPAPER

ENGINEERING AND CONSTRUCTION

### PROBLEMS

Solved by specialist  
eight years with  
Boston Post

## EDWIN S. PARKER

Structural Engineer

15 Exchange Street  
Boston

Am. Soc. C. E. Boston Soc. C. E.

## 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: E DPUB, NEW YORK

Advertising World

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

Telephone: Gerrard 7615

Cable Address:  
ECOPUBLISH, RAND, LONDON



if not the most, powerful factor in present day merchandising. At least, we depend upon it greatly for our success. "The fact we have grown from almost nothing to a leader in the business during the past 13 years and greatly due to the consistent use of newspaper advertising, is sufficient proof to us that, when properly handled, this medium will pay out in a most satisfactory way.

"We usually run dominating space—copy of sufficient size when possible to come up over the half fold in the page. In many instances, we run copy full page in size. This is particularly true in some of the leading cities, such as New York, Philadelphia, Boston and Los Angeles. In some of the lesser towns of a hundred thousand, we may run 960 line copy and perhaps in some of our smaller centers, we would run 378 lines."

**LETTERS FROM OUR READERS**

**Spread of a Rumor**

To EDITOR & PUBLISHER: Your story on "Cancer Cures" brought to mind an original bit of unfavorable publicity which has been given to beauty shops of late in many of the larger cities of the country. The story seems to travel rapidly from mouth to mouth gradually making its way into the newspapers. In every instance, however, it tells about an incompetent operator at the leading department store beauty shop of the town throwing water upon the head of a customer who fainted during a permanent wave operation, in consequence electrocuting her.

Being an editor of a trade publication in this field, the story has been sent to me by subscribers or correspondents from no less than ten large cities during the past two months. However, the origin of the tale, it immediately becomes exceedingly popular because a great number of women are not acquainted with the safety and simplicity of the permanent waving process.

MARIE H. CALLAHAN,  
Managing Editor,  
Modern Beauty Shop, Chicago.

**Praise from Sir Hubert**

To EDITOR & PUBLISHER:—Please permit me to extend my heartiest congratulations on the great Convention Number of the EDITOR & PUBLISHER. You and your staff have gotten out a wonderful magazine. It has an amazing amount of material in it, both editorial and advertising, that is of interest to every man connected with the publishing business. The art work is some of the finest I have ever seen. Altogether, the magazine is something that you and your associates may well be proud of for years to come.

Cordially yours,  
ARTHUR CAPPER.

**Libels on the Craft**

To EDITOR & PUBLISHER: The world London, June 14, 1926.

has always despised the bird that fouls its own nest. Some so-called newspaper men apparently love to belittle the independence and honesty of the Press. The article in "The Independent," from which you quote in your last issue to hand, is an example of this.

The man who maintains that the Press as a whole and the majority of correspondents deliberately refuse to give anything but one-sided statements of events, is not speaking the truth. We have, of course, intellectual prostitutes among us—both editors and writers—but we mark them and know them for what they are.

This is not merely theory. Let me give my own experience. For over three years I was in Russia for the *Chicago Daily News*, at a time when feeling in America was very bitter against all forms of Communism. In my despatches I had often to write in a way that could not have been palatable to many of our readers. I had to do this, not because I like Communism—I hate it—but because my duty as an honest reporter was to give the facts as I saw them.

During that time my Editor never directly nor indirectly instructed me to modify my tone. He never suppressed my despatches nor altered them in any way.

My two leading colleagues in Moscow were Walter Duranty, of the "New York Times" and the correspondent of the Associated Press. The "New York Times" is pronouncedly anti-Bolshevist in its editorial columns, but it gave—and still gives—Walter Duranty the freest hand describing things as he saw them.

I lived in the next room for a very long time to the correspondents of the Associated Press. We met daily and freely discussed everything together. I never heard a single suggestion from them that they had received instructions to write to please public opinion in America. Their job was to give the facts and they did it.

I have had the same experience with great English newspapers. Some years ago I was sent by the *London Daily Mail* to examine conditions in one foreign country. My conclusions were not altogether in accord with the editorial policy of the paper. The *Daily Mail* printed my despatches in a prominent place and expressed quite frankly in its editorial columns its own views on the matter. The Government of the country concerned tried to silence me by offering me the post of propagandist agent. Then big financial influences were brought to bear to have my work stopped. Lord Northcliffe did not yield an inch.

My experience was, of course, the ordinary experience of decent workers employed by honest papers, and honest papers are still, thank God, the great majority among the English speaking nations.

It makes me, as it must make many of my fellow newspapermen, angry to hear the never-ending libels on our craft.

Yours very faithfully,  
F. A. MACKENZIE

Nearly as Large  
as New England



Florida is the second largest state east of the Mississippi River. Having an area of 58,666 square miles, it is almost as large as the six New England states—Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island combined.

Florida now has nearly one and a half million permanent residents and an equal number of winter visitors. Already a great market, imagine how much greater it will be a few years hence. It has been predicted by high authorities that Florida, with its remarkable climate and fertile soil, can and will support a population of fifteen millions, almost twice the present population of entire New England.

Obviously Florida is a market worth cultivating. And now is the time for the manufacturer and producer to come to Florida with advertising.

In planning an advertising campaign, remember that no outside medium covers this state so completely and economically as the Associated Dailies.

ASSOCIATED DAILIES  
of Florida

510 Clark Bldg. Jacksonville, Florida

- |                                  |                             |
|----------------------------------|-----------------------------|
| Bradenton News                   | Miami Tribune               |
| Clearwater Sun                   | New Smyrna News             |
| Daytona Beach Journal            | Ocala Central Florida Times |
| Daytona Beach News               | Orlando Morning Sentinel    |
| DeLand Daily News                | Orlando Reporter-Star       |
| Eustis Lake Region               | Palatka News                |
| Ft. Lauderdale News              | Palm Beach Daily News       |
| Ft. Myers Press                  | Palm Beach Post             |
| Ft. Myers Tropical News          | Palm Beach Times            |
| Ft. Pierce News-Tribune          | Pensacola Journal           |
| Ft. Pierce Record                | Pensacola News              |
| Gainesville News                 | Plant City Courier          |
| Gainesville Sun                  | St. Augustine Record        |
| Jacksonville Florida Times-Union | St. Petersburg Independent  |
| Jacksonville Journal             | St. Petersburg News         |
| Key West Citizen                 | St. Petersburg Times        |
| Kissimmee Gazette                | Sanford Herald              |
| Lakeland Ledger                  | Sarasota Herald             |
| Lakeland Star-Telegram           | Sarasota Times              |
| Lake Worth Leader                | Stuart Daily News           |
| Melbourne Journal                | Tampa Times                 |
| Miami Daily News                 | Tampa Tribune               |
| Miami Herald                     | Winter Haven Chief          |
| Miami Illustrated Daily Tab      |                             |

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 |               |

**TABLOIDS CENSURED BY STATE DAILIES**

**New York Publishers Request Suppression of Names of Women in Assault Cases to Avoid Restrictive Legislation**

Two brief sessions were held at Ithaca last week by the Associated Dailies of New York State, a group composed of publishers of one newspaper in each city represented. Their meetings, presided over by Charles H. Congdon, publisher of the *Watertown Times*, were devoted to shop topics and were executive.

Formation of a New York State group of newspapers to be represented jointly in the national advertising field was discussed at this meeting, as it has at several during the past two years, but no conclusions were announced. C. H. Spencer, publisher of the *Newark (O.) Advocate*, explained the workings of the Ohio Select List to an executive session which followed the joint banquet with the New York State Press Association.

As a sequel to the report of the legislative committee rendered by Frederick H. Keefe, publisher of the *Newburgh News*, the association adopted a resolution censuring newspapers which offended against good taste in the publication of salacious news or identification of the innocent victim of a criminal assault. Special reference was made to stories which have appeared in New York tabloid newspapers.

No formal addresses were made at the annual dinner. Entertainment was furnished by three Cornellians. Romeyn Berry, graduate manager of athletics, told two humorous stories with a moral; Prof. Walter King Stone told four funny stories chiefly about the good old days before Volstead; and Dr. Louis Agassiz Fuertes astounded his hearers with a scientific lecture on "sommology," illustrating by personal effort several various human snores in common use.

**C. H. Mackay Honored by Italy**

Clarence H. Mackay, president of the Postal Telegraph-Cable Company, has been made Commander of the Order of the Crown of Italy by King Victor Emmanuel III. Mr. Mackay's company recently helped establish direct communication between the United States and Italy through cables to the Azores to link with the new cable laid by the Italians from the Azores to Italy.

*creating*  
**Impression!**

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it exclusively.

**The Plain Dealer**  
ONE Medium—ONE Cost (ALONE) Will sell it

J. B. Woodward  
110 E. 42d St.  
New York

Woodward & Kelly  
360 N. Mich. Ave.  
Chicago

**STATE DAILIES ADVERTISE NEW YORK STATE**

(Continued from page 13)

finish without comment, he said, but his argument was scuttled by the submission in evidence of a New York tabloid carrying full details, including the name, address, and picture of a girl rape victim, together with a detailed account of the crime. Letters sent to New York City publishers elicited only two answers, both of which opposed any form of regulation by law.

Merwin K. Hart, Utica manufacturer and representative of the Associated Industries, Inc., asked the newspaper men to find more news interest in the affairs of industry, other than in the accounts of strikes, disputes and other occurrences adverse to the ordered conduct of business. He outlined plans for a state survey of industries, covering value of output, annual turnover, wages paid now and in the past, and declared that the enterprise as its various stages were completed would afford ample opportunity to the newspapers for constructive service to the business men of their communities.

L. B. Palmer, manager of the A. N. P. A., a luncheon guest, detailed the expansion program of his association, explained the new schedule of dues, and gave some excellent advice on the present newsprint situation.

Newspapers are now using practically all of the newsprint tonnage on the market, he stated, despite an increase in production of 14 per cent in little more than a year. Newsprint manufacturers' stocks at the mills are now about 2½ days' supply at present rate of consumption, while publishers' stocks on hand and in transit approximated 28 days' supply according to most recent figures.

These indications, he said, did not point to any acute situation now, but they did show the necessity of building up publishers' stocks during the slack summer season against the expected fall bulge of advertising. Careful use of newsprint during the coming months will also permit the manufacturer to increase the stock on hand at the mills. There is plenty of paper for all, Mr. Palmer emphasized, with no scare of a shortage in the immediate future and none in prospect if ordinary management cautions were taken by the publishers whenever opportunity afforded.

W. J. Pape, publisher of the *Waterbury Republican and American*, and president of the New England Daily Newspaper Publishers Association, was also a luncheon guest and told the association of a proposal that a school for printers be established in New England along the lines of that so successfully conducted by the New York publishers at Ithaca. Sherman H. Bowles, publisher of the

*Springfield Republican and News* and *Springfield Union*, was also present. He inspected the Ithaca schools of printing and engraving thoroughly under the guidance of Director Kellogg.

The summer banquet was held prior to the meeting with Kent Cooper, general manager of the Associated Press, and Dr. Livingston Farrand, president of Cornell University, as speakers.

In the golf tournament which preceded the meeting, Arthur D. Hecox, general manager of the *Albany Knickerbocker Press and News*, won first prize in Class A, with a gross of 88, a handicap of 17, and a net of 71. A. C. Deuel, *Niagara Falls Gazette*, was second, with 88-16-72, and E. D. Corson, publisher, *Lockport Union-Sun and Journal*, was third, with 81-6-75.

In Class B, Kent Cooper carried off first prize with 97-25-72; and L. B. Palmer tied with H. M. Hall of the *Jamestown Journal*, both netting a 78. Mr. Palmer's gross was 99, less his 21 handicap, while Mr. Hall scored a 95, less his handicap of 17.

Prizes were donated by the association.

**VANDERBILT UNDER TREATMENT**

**Young Publisher of Vanishing Tabloids Abroad for Health**

Cornelius Vanderbilt, Jr., president of Vanderbilt Newspapers, Inc., is in Europe, being treated by Continental specialists for the injury of his jaw sustained in the World War.

The young publisher has had considerable trouble with this war injury. In April he was being treated at Johns Hopkins Hospital, Baltimore, and left a sick bed to go to Miami and later to New York to make final efforts to avert a crash of his properties, when his father Brig. Gen. Cornelius Vanderbilt refused to advance more money after loaning about \$1,500,000 to his son's publishing venture. His papers are now in receivers' hands.

**HOME NEWS FOR TEXANS**

**Dallas Times-Herald Issues Tiny Edition at A.A.C.W. Convention**

The numerous tall and heavy gentlemen sporting Texas hatbands around Philadelphia read the spot news of their home state in the *Dallas Times-Herald*, of Dallas, which issued a four-page three-column letter-size newspaper packed with Dallas datelines, including a daily report of the Texas League baseball games. The news was brought to Philadelphia over the Times-Herald's leased wire to the *Public Ledger* office.

H. U. Clayton acted as editor and Albert Swinsky as advertising manager of the convention edition.

**New Washington Paper**

The *Twin City Times*, published in Pasco, Wash., published its first paper June 8.

**America's Complete Newspaper**

**New York Herald Tribune**

*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 Counsellors  
Packard Building Philadelphia

**MICHIGAN and the BOOTH NEWSPAPERS**

THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

The Grand Rapids Press  
The Flint Daily Journal  
The Saginaw News Courier  
The Kalamazoo Gazette  
The Jackson Citizen Patriot  
The Bay City Times Tribune  
The Muskegon Chronicle  
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN J. E. LUTZ  
50 East 42nd St. Tower Building  
New York City Chicago, Ill.

**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

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

Our last Campaign was run—

Name of paper \_\_\_\_\_ City \_\_\_\_\_

By \_\_\_\_\_ Title \_\_\_\_\_ State \_\_\_\_\_

Should we use a Campaign we would want it to start about \_\_\_\_\_

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

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

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

**Detroit**

Fourth Largest City

Complete coverage with one paper.

**The Detroit News**  
Offers advertisers unusual opportunities

**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.

# NEWSPAPERMEN TESTIFY IN SENATE'S PENNSYLVANIA PRIMARY PROBE

Writers Figure Conspicuously in Campaign Fund Investigation —Correspondents Kept Hopping by Sensational "Breaks" in Big Story

By BART CAMPBELL

(Washington Correspondent, EDITOR & PUBLISHER)

MILLIONS of printed words already have been spread over the press of the United States by another U. S. Senate campaign "slush fund" investigation.

Since a special Senate committee began on June 9 to uncover staggering sums spent in the three-cornered Senatorial battle-royal between Senator Pepper, Congressman Vare and Governor Pinchot in the Pennsylvania Republican primary, newspaper editors and reporters have figured conspicuously in the hourly grinding out of reams of copy, slugged "LEAD SLUSH" or, "ADD SLUSH."

From early morning until late at night, lead pencils have blazed the way for typewriters in recording startling revelations of the mounting cost of public office. Reporters have bent patiently to the exacting task of writing new leads and running stories at the sacrifice of sleep and leisure. Long, uncertain, sweating hours of a national presidential convention have never imposed heavy burdens more relentlessly upon mental and physical endurance to supply the wants of newspaper desk men and newspaper readers. Night sessions have intensified the exhausting grind of furnishing fresh copy.

Newspaper editors and reporters have also appeared as witnesses.

James L. West, chief of the Capitol staff of the Associated Press, and member of the Standing Committee of the Senate and House Press Galleries, has directed the coverage for his service.

Paul R. Mallon, for the United Press; Raymond Clapper, for the United News; William K. Hutchinson, for the International News Service; Fraser Edwards, Edward L. Roddan and John A. Kennedy for the Universal Service and the Hearst newspapers, have all joined in the work.

Staff correspondents and syndicate writers covering the story included:

Allan Davis, Walter Long and Bart Campbell, *Philadelphia Evening Bulletin*; Joseph Barton and Frederic William Wile, *Philadelphia Record*; John Cummings and Paul J. McGahan, *Philadelphia Inquirer*; Samuel W. Bell, Robert B. Smith and Warren Wheaton, *Philadelphia Public Ledger* and *New York Evening Post*; Wilbur Morse, *Philadelphia Daily News*; William I. Grundish and Robert M. Ginter, *Pittsburgh Gazette-Times*; Henry Hall, *Pittsburgh Chronicle-Telegraph*; Theodore A. Huntley, *Pittsburgh Post*; Leo R. Sack, *Pittsburgh Press* and the Scripps-Howard Ohio papers; Frank K. Boal, *Pittsburgh Sun*; Arthur Sears Henning and William V. Lawson, *Chicago Tribune*; Harry B. Gauss, *Chicago Daily News*; Charles Michelson and Elliott L. Thurston, *New York World*; Lewis Wood and L. C. Speers, *New York Times*; Robert Barry, *New York Evening World*; John Snure, *New York Herald-Tribune*; Arthur W. Hachten, *New York American*; Arthur W. Crawford, *New York Commercial*; Albert W. Fox, *Washington Post*; G. Gould Lincoln, *Washington Star*; Roy A. Roberts, *Kansas City Star*; Charles G. Ross and Raymond P. Brandt, *St. Louis Post-Dispatch*; Flora G. Orr, *St. Paul News* and other Scripps-Howard western newspapers; Theodore Tiller, *Baltimore Sun*; Kenneth R. Watson, *Birmingham Post* and other Scripps-Howard Southern newspapers; Charles S. Groves, *Boston Globe*; Robert B. Choate, *Boston Herald*; William G. Gavin, *Boston Traveler*; Theodore G. Goslin and Oliver McKee, Jr., *Boston Evening Transcript*; Robert L. Norton and Ralph Coolidge Mulligan, *Boston Post*; Henry Suydam and John S. Billings, Jr., *Brooklyn Eagle*;

James L. Wright, *Cleveland Plain Dealer*; W. C. Murphy, *United States Daily*; David Lawrence, Consolidated Press Service; Jay G. Hayden, *Detroit News*; Nixon S. Plummer, *Detroit Free Press*; Carl D. Ruth, *Cleveland News*; Mark Thistlethwaite, *Indianapolis News*; Everett C. Watkins, *Indianapolis Star*; Laurence Todd, Federated Press; Robert R. Lane, *Newark Evening News*; James P. Higgins, *Newark Star-Eagle*, and Charles O. Gridley, *Portland Oregonian*.

Several times newspaper editors and reporters have stepped into the center of the picture when doubt was cast by witnesses upon newspaper accuracy or truthfulness. On one occasion Samuel S. Schwab, city editor, and Herman H. Anderson, Louis Wilgarde and George B. Beck, Jr., reporters for The Philadelphia Public Ledger, were called to the stand to refute a sworn repudiation by Frank X. O'Connor, a Philadelphia magistrate, of a story carried by the morning edition of those newspapers in which he was quoted he was offered \$150,000 if he would quit fighting Congressman Vare in South Philadelphia.

On another occasion Mayor Charles Kline, of Pittsburgh, challenged the account carried by the Pittsburgh Press, a Scripps-Howard newspaper, of a speech he delivered in the midst of the Pennsylvania campaign to Pittsburgh city employees in which he has quoted as ordering them to turn in for Senator Pepper and the rest of the Pepper ticket or run the risk of being fired as "cheaters."

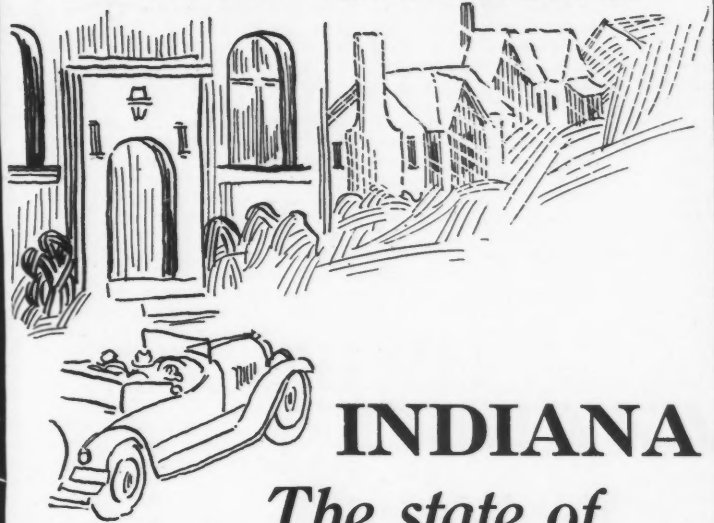
William A. White, city editor of the Pittsburgh Press, and Frank Kury, one of his reporters, who together made a survey of political conditions in Pittsburgh before the Pennsylvania primary election on May 18, were backed up by other members of the staff of that newspaper, in making short work of Kline's denial. They supported the speech credited to Kline with a stenographic report of it.

Incidentally the revelations of the use of between \$2,000,000 and \$3,000,000 by or for the three Republican Senatorial candidates in the campaign preceding the Pennsylvania primary election, which the investigation has thus far developed, was considered as providing adequate justification for the articles written from Pittsburgh by Leo R. Sack, Washington correspondent for the Pittsburgh Press, in which he charged extravagant use of money by the Mellon interests and others. Sack's articles, appearing in the Scripps-Howard newspapers, were read into the Congressional Record by Senator Pat Harrison and other Democratic Senators when they forced the present investigation, as was reported in EDITOR & PUBLISHER at the time.

Joseph N. Mackrell and Roy D. S. Schooley, are among the former Pittsburgh newspapermen who have appeared before the investigating committee as office holders and politicians playing a leading part in the campaign on one side or the other. H. J. Hollister, of the Pittsburgh Post, headed a long line of those who acted as publicity men for one or another headquarters which included Edward J. Hunter, for Governor Pinchot, and Paul Gottlieb, for Vare.

The advertising aspects of the campaign, reported in EDITOR & PUBLISHER recently, as representing a total expenditure of \$1,000,000, have been barely touched by the investigation so far. There has been ample statement by witnesses, however, that a considerable proportion of the money expended by the rival Senatorial candidates in Pennsylvania went for newspaper and other forms of advertising.

## A Profitable market for National Advertisers—



### INDIANA

The state of prosperous communities

A study of the various communities and cities of Indiana—Fort Wayne, Gary, Lafayette, South Bend, Terre Haute, Marion, La Porte, Indianapolis and Connersville—will convince any national advertiser that here are individual markets, wonderful in their prospects.

You can reach all of these centres, noted for their industrial and commercial activities, as well as for their agricultural business through the one group 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
††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.....	(E) 22,254	.06
††Terre Haute Tribune.....	(E&S) 23,442	.06

\*\*A. B. C. Publishers' Statement, March 31, 1926.

†Government Statement, October 1, 1925.

††Government Statement, March 31, 1926.

## OREGON PRESS FIGHTS STATE GRANGE

**Denounces Move by Latter Body to Restrict Reporting of Public Meetings—Mallery Re-elected President**

Action was taken at the nineteenth annual convention of the Oregon State Editorial Association, held in Prineville, June 18-19, opposing the recent action of the Oregon State Grange which would limit newspapers in their effort to cover the news of public bodies. The Grange, at its recent convention in Baker, went on record in favor of a state enactment which would tie the hands of newspaper reporters in covering meetings of public and semi-public organizations until such time as the officers of these bodies regarded it as advantageous to issue a statement of the proceedings.

Oregon editors in a formal resolution adopted condemned the Grange proposal, which they said would curtail the legitimate activities of the press. The Association will resist the passage of any such legislation as is contemplated by the Grange.

Despite the objection of a representative of the Grange, who was present, the Editorial Association also voted to instruct its legislative committee to prepare a bill to be introduced at the next Oregon legislature for the abolition of the publication of the so called Candidate's Pamphlet. This pamphlet, which contains the platforms of candidates in the Primary, is sent by the the Secretary of State, under the present law, to every qualified voter before the primary election.

Roseburg was chosen as the 1927 convention place and the Southern Oregon city has promised to hold one of the meetings at Bandon, a Pacific beach resort within easy driving distance of Roseburg.

The following officers were elected: A. Lea Mallery, *Tillamook Headlight*, president (re-elected); Hal E. Hoss, *Oregon City Enterprise*, secretary (re-elected); directors, Ralph Cronise, *Albany Democrat Herald*; B. W. Bates, *Roseburg News Review*; George Aiken, *Ontario Argus* and Lionel Gordon, *Marshfield Southwestern Oregon Daily News*. Mr. Hoss was chosen as the Oregon director of the International Press Foundation.

Strong support was voiced in support of the Kendall and Cummins bills now before Congress which would prevent the Post Office Department from soliciting and taking orders for printed envelopes. This practice was termed unfair competition.

In a resolution on publicity the Association urged publishers "to turn a deaf ear to appeals for free space."

An Oregon-Washington newspaper conference was endorsed.

The plan for the establishment of a press at the University of Oregon, to be known as the John Henry Nash Press for fine printing was endorsed by the association.

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

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

Member A. B. C.  
**URBAN E. DICE, Nat. Adv. Mgr.**  
**GAZETTE SQ., PITTSBURGH, PA.**  
 National Representatives:  
**E. M. BURKE, Inc.**  
 42nd and Broadway, N. Y.  
 123 S. Michigan Blvd., Chicago.  
**Constitution Bldg., Atlanta, Ga.**  
**R. J. BIDWELL CO.**  
 742 Market St., San Francisco, Cal.  
**Times Bldg., Los Angeles, Cal.**

## PUBLISHER MAKES PLANT HIS HOME

(Continued from page 22)

business?" his father asked him. Why not? The elder Elverson did not consider it wise to give his boy any amount of money he wanted to buy his stamps, but he was willing that he should earn the money for himself.

Thus at 11, James Jr., became the president and indeed, "the whole works," of the Keystone Stamp Company, of Philadelphia. His father gave him the use of a job press at his plant, and on it the boy printed all his circulars and other advertising matter he thought fit to use to promote his business. The stamp company really became well known among those who care about the hobby. It was financially successful, and Elverson accumulated a very valuable stamp collection for himself, a collection he prizes most highly to this day. And at the same time, by working after school on the job press at the plant, he was becoming acquainted with the printing business.

Elverson, Jr., graduated from the Episcopal Academy near Philadelphia, and finished his education in Paris and Berlin. When he returned to this country, still in his twenties, his father thought his son had enjoyed a scholar's leisure long enough, and put him to work at the very bottom of the newspaper business. First he solicited advertising for the *Inquirer*, and later became a reporter for the paper. With Anthony J. Drexel Biddle and other wealthy Philadelphia boys of his day, whose fathers believed in having their sons work for their living, Elverson formed a sort of *Latin-Quarter* in Philadelphia. These boys were as hard up as are the great majority of young men beginning in business or in a profession.

Col. Elverson thus worked up slowly through all departments of the paper. He won his present position on merit as well as by inheritance.

"He knows more about the business than anyone he employs," Mr. Blackman said to me about his chief. "He likes it all; he really enjoys it. He is a thorough-going, far-seeing, venturesome newspaper publisher."

## Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

## THE BALTIMORE NEWS



## 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**

## NEW SOUTHERN DAILY TO START JULY 4

**Columbus (Miss.) Discoverer to Enter Morning and Sunday Field—John L. Tait Publisher—Local Men Interested**

The *Columbus (Miss.) Discoverer*, a morning and Sunday newspaper, will be launched Sunday, July 4, with John L. Tait, former St. Louis agency man and for 14 years of the *Memphis Commercial-Appeal* staff as president and publisher. Control of the publishing company is owned by Mr. Tait.

The minority stock is scattered among 30 of the leading business men and advertisers of Columbus, there being two stockholders among the officers of each bank in the city. The secretary of the company and business manager of the paper is Jack Senter, who resigned as assistant manager of the American Type Founders Company in St. Louis to accept the position. George Y. Banks, president of the First National Bank in Columbus and of the Banks Hardware Company is vice-president and J. S. Marx, a local newspaper man and capitalist, is treasurer and cashier. Lester Moore, manager of the job printing department, which will be separately conducted, is one of the publishers of *The Craftsman*, and is from Texarkana, Ark. The Benjamin and Kentnor Company of New York and Chicago will be the national advertising representative of the paper.

The paper will start with a guaranteed circulation of 4,000, Mr. Tait told Editor & PUBLISHER, although the first issue will run 10,000 copies. The *Discoverer* will have the International News leased wire service, and features from several syndicates. A four page color comic section will be a part of the Sunday edition.

Mr. Tait, until this June, was first vice-president of the Fisher Brown Advertising Agency of St. Louis.

## Vandenberg Given Honorary Degree

Arthur H. Vandenberg, editor-in-chief of the *Grand Rapids (Mich.) Herald* and author of several volumes of history, was awarded the degree of Doctor of Laws at the 61st annual commencement of the Council of Hope College, Holland, Mich., June 16, "for conspicuous and brilliant service to the school, the church, the state and the nation."

## A London Labor Editor Jailed

Following a recent police raid on the premises in London of *The Workers Weekly*, a labor paper, and the finding of certain matter intended for publication and alleged to be of a nature likely to cause disaffection among the civilian populace, Thomas Alfred Jackson, acting editor of the paper was sent to prison for two months. Jackson stated that the matter seized by the police was only intended to be verified, and not necessarily for publication.

## in Detroit—

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

## THE DETROIT "FREE PRESS"

"Starts the day in Detroit"

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

## Regional Advertising

## Regional Rates

## The Christian Science Monitor

An International Daily Newspaper Publishing SELECTED ADVERTISING

ATLANTIC, CENTRAL and PACIFIC Editions

Rates and Circulation Data Supplied on Request

## ADVERTISING OFFICES

Boston	New York	Kansas City
Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

"Buy What You Can Use"



Cline-Westinghouse Double-Motor-Drive with full automatic push button control

is used by

Los Angeles News  
 Los Angeles, Calif.

Ask them about it.

**CLINE ELECTRIC MFG. CO.**  
 Chicago: 111 West Washington Street  
 New York: 47 West 34th Street  
 San Francisco: First National Bank Building

## 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

## 2,000 TAKE PART IN BRILLIANT PAGEANT

**Two-Hour Parade Held Monday Evening in Blaze of Light—Blare of Bands and Flashing Costumes Added Splendor**

Philadelphia was a city of brilliant light Monday while the pageant of advertising wound its way down Broad street for almost two hours.

William Penn stood atop the city hall where the procession debouched below him, his back to the ceremonies while his shadow was thrown on clouds thousands of feet above him by the 450,000,000 candle-power searchlights turned skyward by an army unit which opened the ceremonies.

Thousands of electric lights gleamed along "Egyptian Way," a stretch of Broad street three blocks long, specially decorated for the recent Shrine convention and left to make bright the path for future sesqui-centennial celebrations.

Red and gray, blue and gold, navy blue and silver, flashed past the packed sidewalks and window casings as a hundred bands played quicksteps for the long line.

The Poor Richard Club sent out several platoons of Ben Franklins in velvet coats and tri-cornered hats, each Ben Franklin portraying his patron saint's entry into Philadelphia with a yard and a half of bread under each arm.

Soldierly close-order marching and drills were executed by smartly uniformed policemen of the Pennsylvania railroad which had several sections in the line, including a silvered model of a locomotive with bell tolling, the wheels rolling and polished valve-rods flashing points of silver in the bath of incandescence which flooded the line of march.

Scotch pipers with the drummers who can beat either side of the great bass with either hand and do so; the Reading Railroad Seashore band in uniforms that would have graced the shoulders of pre-war Austrian officers; string bands, whose banjo, bell, and violin players wore tiny electric lights on their velvet shoes and miners' lights on their fancy caps; a graphic model display of Philadelphia's new water power development at Conowingo; several patrols of Artisans, a Philadelphia benevolent association which seems to specialize in tricky marching stunts—all of these and a few hundred other elements contributed to a spectacle the like of which has never been seen at an A. A. C. W. convention and seldom in Philadelphia, where they are rather accustomed to spectacular pageants.

For instance, there are the New Year Shooters, as Philadelphian an institution as scrapple or cinnamon buns, who broke their long time custom of parading in costume only on New Year's Day to grace the Monday night advertising celebration. There were 2,000 of the mummies in line in costumes ranging from the grass of a hula hula dancer to gorgeous bandbox creations that might have come from the Follies in New York—and may yet be seen there. It should be noted here that though many of the costumes were feminine, the Shooters are all of the other persuasion.

The floats, which numbered more than 100, covered most of Philadelphia's many industries. The *Philadelphia Bulletin*, as usual telling the world that "nearly everybody" reads it, showed two floats depicting family scenes with every one of the folks from daddy to the youngest of five children taking their evening dose of news from the *Bulletin* by the fireside. A lumber firm was represented by two great truckloads of timber, trailing a forest scene.

The pick of the city's beautiful young women, with a number of recruits from Atlantic City and Florida, gave the citizens any number of sights that were by no means difficult to look upon. They manned the floats in evening dress, in bathing suits that left no attractive line unseen, in costumes of Betsy Ross and the Civil War. They tossed candy and cantaloupes to the throngs which lined

## BRITISH A. A. C. W. DELEGATES ARRIVE ON "BERENGARIA"



English advertising men, bound for the Philadelphia convention of the Associated Advertising Clubs of the World, photographed aboard the *Berengaria* as they reached New York harbor, late last week.

the sidewalks, they wore the sombrero and chaps of the rodeo, they donned powdered wigs and silk breeches and led divisions, mounted on the milk-white horses that tradition demands. One of them smiled from the apex of a pyramid of Bell telephones, each of which flashed a light and rang its tinkling bell several times a second. In fact, there was little that they didn't try a smile at.

Automobiles, most of which were apparently contributed for the occasion by a St. Louis manufacturer, rolled slowly in several divisions, bearing the marshals, distinguished guests, and the foreign delegations to the convention. Motor cycles manned by marines, police and members of the Shooters, thundered up and down the street keeping the parade in line and in motion. One racing car with its unmuffled exhaust roaring like a million saw-mills in action, called attention to Atlantic City's new speedway and the coming motor races.

E. T. Stotesbury was grand marshal of the pageant, his motor rolling near the head of the line. Preceding him was the float of the Poor Richard Club, "Miss Poor Richard," judged by many impartial Philadelphians to be the finest of the lot. Theodore E. Ash, of the club, was marshal of the parade, with Benedict Gimbel, Jr., as assistant marshal.

### PENN PICTURE PRESENTED

**Col. Lawson Speaks for Sir Charles Higham at Poor Richard Luncheon**

A picture of William Penn receiving the charter to Pennsylvania from King Charles II was presented to the Poor Richard Club, Tuesday noon, by Col. E. F. Lawson, head of the British delegation to the A. A. C. W. convention. Col. Lawson spoke in behalf of Sir Charles Higham, the donor of the painting. He spoke briefly on the division of English feeling on the independence of the American colonies during the Revolutionary era and said that all bitterness had long vanished.

Other speakers at the luncheon were Sir William Henry Veno and Eric Field of the British delegation, and Howard C. Story, president of the Poor Richard Club, who accepted the painting.

## N. Y. TIMES HOST TO FRENCH DELEGATES

**Tenders Luncheon to Overseas Advertising Men in Private Dining Room in Times Annex—Ochs a Speaker**

The French delegates to the convention of the Associated Advertising Clubs of the World in Philadelphia were entertained at a small luncheon in the private dining room on the 11th floor of the *New York Times* Annex, Thursday, June 17.



ADOLPH OCHS

Place cards bearing the French Coat of Arms and the names of the guests in gold lettering prepared by the members of the Times staff, were at each plate. A few guests were present in addition to ten members of the staff of the *Times*.

Adolph S. Ochs, publisher of the *Times*, made a brief address of welcome. Dr. Marcel Knecht, general secretary of *Le Matin*, Paris, and also general secretary of the French Paris Provincial Newspaper Publishers Association and an honorary member of the Advertising Club of New York; M. Leon Renier, Jr., commercial manager of Agence Havas; C. K. Woodbridge, president of the Associated Advertising Clubs of the World; Louis Wiley, business manager, the *Times* and Dr. John H. Finley of the editorial staff of the *Times*, spoke briefly.

After the luncheon, a picture was taken of the delegates and guests and they were then conducted through the *Times* plant.

Those in attendance were: French Delegates: Dr. Marcel Knecht; M. Leon Renier, Jr.; M. Adrian Muller; M. Gillis Duroulet; M. Andre Kaminker; M. Henri Dumay, Jr. Guests: C. C. Green; Reginald Colley;

E. E. Pidgeon; Hector Fuller; Paul Meyer; James Wright Brown; C. King Woodbridge; Bernard Gimbel; F. W. Hume.

Representatives of the *Times*: Adolph S. Ochs; Louis Wiley; Arthur Hays Sulzberger; J. O. Adler; John H. Finley; H. A. O'Donnell; Arnold Sanchez; C. McD. Puckette; T. D. Palmer; F. T. Birchall.

### A. P. GIVING BY-LINES

**T. T. Topping Credited for Dispatch from Druse War Zone**

A definite break from the Associated Press's old custom of anonymity occurred this week, when a by-line was run over a dispatch from T. T. Topping, A. P. correspondent, now in the Druse-French war zone.

The dispatch was dated from Damascus, June 22, and presented a graphic picture of conditions along the Syrian front.

For about a year now, the Associated Press has been running by-lines over stories sent to South American members, but anonymity has been preserved in this country. The tendency towards giving correspondents public credit for their work was seen recently when a note was sent out to editors with a dispatch from Doorn describing affairs of the ex-Kaiser, telling them it was written by Elmer Roberts, now chief of the Paris bureau, but formerly assigned to Berlin.

### "America" Pageant Washed Out

Heavy rain Wednesday forced postponement of the patriotic pageant "America's Message," to be presented for the advertising delegates at the sesqui-centennial grounds, Philadelphia, that evening. The spectacle was promised for Thursday evening, weather permitting.

### Newspaper Poet Wins Verdict

Berton Braley, newspaper poet, was awarded a favorable verdict by a jury in White Plains, N. Y., June 16, in trial of three damage suits brought as the outcome of an automobile collision near Peekskill, N. Y., Oct. 22, 1922. Mr. Braley's home is at Oscawana Lake.

### A. N. A. E. ADOPTS NEW MERCHANDISING RULES

(Continued from page 5)

Sweeney series of promotion advertisements, took as his title "No Place for a Plumber." He discussed the need of definite knowledge, close study, and trained personnel in the conduct of a newspaper promotion campaign.

Miss Grace Walton, advertising manager of Julius Kayser & Co., opening the Tuesday morning discussion of national advertising, outlined the successful newspaper campaigns of the manufacturing company whose advertising she directs. Miss Walton's address revealed facts similar to those she narrated for EDITOR & PUBLISHER in the issues of Jan. 9 and March 27, 1926.

Roy S. Durstine, secretary-treasurer of Barton Durstine & Osborn, Inc., and president of the American Association of Advertising Agencies, applied some caustic surgery to the old sore spot of the charge that advertising agencies exist not by creating new business for newspapers but by taking business already established by other agencies.

Mr. Durstine based his statements on a survey which covered 48 advertising agencies. He said that of 631 new accounts, 471 became newspaper advertisers and that with reports from five of the 48 agencies missing, the new annual total business brought to newspapers was \$18,700,000.

He added that the average showing of 13 new accounts for each agency was a refutation of the assertion that agencies only take business from each other.

I. R. Parsons, advertising director of the *New York Telegram*, and formerly a department store advertising manager, apparently convinced his audience, that though he had never been connected with a newspaper before, he was certain of his ability not only to merchandise a newspaper, but to conduct it. He drew several analogies between the business of a newspaper and of retail store to prove his assertion.

"In a newspaper we are manufacturing something to sell," he said. "We are seeking news, buying news, manufacturing news features, producing mechanically 36 to 60 sheets of paper folded twice, and we are attempting to sell what we have manufactured. In fact, let me go further with the parallel. In any store, for instance, we have counters and show-cases and windows. On them and in them we display our wares. By the attractive way we display our wares, and advertise our wares, and by the value of the wares themselves, and by the way we treat and serve our customers who come to look and to buy our wares, will our sales go up or down.

Edwin S. Friendly, business manager of the *New York Sun*, talked on the development of modern retail newspaper advertising. He found conditions steadily improving, with advertisers eliminating false claims and comparative prices, getting copy to newspaper offices in time for attractive reproduction, demanding and approving better typography.

An interesting discussion of special editions brought out the general opinion, expressed best by Louis Wiley, business manager of the *New York Times*, that the best way to handle special editions was to eliminate them.

Mr. Wiley, when gently chided about the special edition that the *New York Times* will soon issue in honor of its 75th anniversary and which will include only the business of firms more than 75 years old, pleaded *nolo contendere* and promised that the *Times* would solicit no advertising for the edition which would commemorate its 100th anniversary in 1951. It was also the general view that special editions or sections at high rates should not be encouraged.

Norman S. Rose, of the *Christian Science Monitor*, which in recent years has issued a number of excellently edited and liberally patronized special editions for localities in every corner of the world, informed the convention that the *Monitor* would no longer publish such numbers. The card rate was charged for

all editions, without any premiums or advances, and the expense of getting the business was out of proportion to the revenue, he stated.

Almost all of the speakers who touched upon the topic, "Should a newspaper combat merchants who advertise untruthfully?" answered the question affirmatively. They considered dishonest advertising as calling for their protective efforts for their own interest and those of honest merchants patronizing their columns.

"I tell the local dealers to save their money," was the succinct answer given by J. K. Groom, 70 years old and the perpetual youth of Aurora, Elgin, and Joliet, he represents the only newspaper in each of those Illinois cities. The question was "What should be the attitude of newspapers toward requests from periodical publication advertisers urging the newspaper to sell so-called 'tie-up' advertising to retailers?"

A brief discussion of the Association's Standard of Merchandising Practice, adopted in 1921, demonstrated a general feeling that the code needed no revision.

Presentation of the Shuman cup to Mr. Tripp came during the Tuesday afternoon session, Joe Simpson of the *Philadelphia Bulletin* serving as chairman of the committee which judged the papers submitted and awarded the prize.

Mr. Shuman declared himself so satisfied with the result of the first competition of its kind the association has ever held that he will offer another cup next year in a contest on another phase of newspaper advertising, not yet determined.

Honorable mention was accorded by the judges to J. Mead, a copywriter of the *Columbus Dispatch*; Herbert W. Smith, a copy-writer for the *Dallas News* and a former professor of advertising at the University of Missouri and to E. J. Trefinger of the *Richmond (Ind.) Item*.

Classified advertising occupied most of the Wednesday morning session, addresses being made by W. W. Murdock, classified advertising manager of the *Detroit Free Press*, and Frank McCabe, classified advertising manager of the *New York World*.

"So many newspapers believe in advertising, talk advertising, sell advertising but use very little themselves," said Mr. Murdock. "Classified promotion is absolutely essential to the building of classified. A small box regarding the classified should be on the front page of your paper every day calling attention to the classified columns. Readers scattered throughout the paper with similar reference to this section are very helpful. Display ads should be used and in this way you reach not only your own readers, but readers of other newspapers. Whenever a page ad is run in your own paper, broadsides made of this on tintex paper should be mailed out. Broadside promotion in your own newspaper, billboards, street cars, novelties, or any other kind of good advertising is of great value in building classified.

"Every ad that goes into the paper should be censored. Any advertisement that lacks cleanliness, wholesomeness and truthfulness, or that might be misleading to the smallest extent should not be published in a modern classified section.

"Classified advertising should be properly indexed. Every ad should start with a key word and be in alphabetical order.

"Some newspapers abbreviate ads to such an extent that unless you have lived in the town several years, regardless of how much you know about classified advertising it is impossible for you to understand the advertisements. Even a skilled cross word puzzle worker would have difficulty in ferreting out the advertiser's message in some ads."

Mr. McCabe cited many examples from his own long experience on the *World* in proof of statements that classified advertising is a more valuable asset to newspapers than display copy, because of its intensely local character, its contacts with intimate personal and business relations of newspaper readers, its comparatively high revenue value and low cost of production and its ability to hold readers on a newspaper's list.

The tabloid newspapers, he said, had

made no inroads upon the circulation of newspapers having strong want ad pages.

William B. Bryant, publisher of the *Pateron (N. J.) Press-Guardian*, entertained the advertising executives with reminiscences of his past fifteen years as a newspaper publisher and of his earlier career as an advertising, circulation, and mechanical department executive in New York.

### BLANCHARD PRESIDENT OF UTILITIES GROUP

In Speech Gives Eight Reasons for Public Utility Advertising—British Delegate a Speaker

Frank L. Blanchard, manager of publicity for H. L. Doherty & Co., New York, was elected president of the Public Utilities Advertising Association, A. A. C. W. departmental, Wednesday.

"Banks are far more liberal in their terms to companies that have been regular advertisers than toward those that do not advertise," said Mr. Blanchard in his address June 23.

He mentioned eight specific purposes for which advertising can be profitably used by public utilities companies:

1. To sell the company's securities, service and merchandise.

2. To keep stockholders and customers informed regarding the affairs of the company and thus promote their interest in it.

3. To make known to the general public the company's policies, its methods of doing business, its personnel and its plans for improving its service.

4. To defend its self when unjustly attacked, and especially by politicians who hope to promote their candidacy for office.

5. To oppose legislation that would hamper the physical operations of the company, or impose financial obligations that would be unjustly burdensome.

6. To promote public good will by encouraging thrift, promoting safety, building up commercial enterprises and helping to make the city a better place in which to live.

7. To give reasons why it has applied to the State Utility Commission for permission to raise its rates.

8. To present arguments for the renewal of its franchise.

W. M. Teasdale, advertising manager of the London and Northeastern Railway, spoke on railway advertising in Great Britain.

"So far as my own company is concerned," said Mr. Teasdale, "I refuse to place any advertisements until I know everything pertaining to the financial side of the particular traffic affected. One of the results of this is that I find occasions when I have to refuse to sanction any advertising expenditure for some particular service or facility. Because I consider the proposition is not marketable. At first the railway official was astonished to find an advertising man who declined to advertise. He now, I hope, realizes that advertising is conducted on just as scientific principles as the running of his trains."

"The last two decades have witnessed no greater accomplishment than the building up of friendly relations and mutual confidence between public utility companies and the public whom they serve," said Martin P. Rice, manager of advertising, publicity, and broadcasting, General Electric Company.

"This accomplishment was brought about by the adoption of the following fundamental principles: absolute honesty as the only policy; service to customers, the public utility slogan; complete publicity; and customer ownership."

"The enormous volume of trade in the United States is proof of the stimulating force of advertising which has increased consumption, raised the standard of living and added incalculably to the wealth of the country," said Louis Wiley, business manager of the *New York Times* in his address on "Newspapers and Public Utilities."

### AGENCY ASKS FREE ADS THROUGH REPORTERS

Coast Firm Again Offers Payment for All "News" Stories on Caterpillar Tractors Wormed Into News Columns by Staff Men

Watch out for graft advertising for "caterpillar" tractors in news columns!

EDITOR & PUBLISHER warned editors some weeks ago that the K. L. Hamman advertising concern, of Oakland, Cal., was offering to bribe employes of newspapers as a means of obtaining graft space.

The sponsors of this nervy new wrinkle in parasitic publicity are persistent, as is shown by a follow-up letter sent to newspaper men of the Pacific Coast. This document attempts to stress the "news value" of caterpillar stories and pictures, perhaps to sooth the conscience of employes of newspapers tempted by this outsider to put advertising in his employers' columns, or foist it upon some other publisher, and receive a reward from an advertising agency.

Here is the Hamman follow-up, as addressed to the city editor of a western newspaper man who forwarded it to EDITOR & PUBLISHER as an example of sly press agency:

June 15, 1926.

Dear Mr. ———: Have you been on the lookout for "Caterpillar" Tractor stories, as suggested in our recent letter?

Since first making our offer to writers, we have mailed checks to a number who have successfully placed feature articles and photographs in magazines and newspapers. The Trade Journal field is especially inviting.

Editors of such publications, as you know, are always interested in material describing new and better methods developed through the use of modern machinery, such as "Caterpillar" Tractors—especially if it is shown how such methods have reduced costs and increased efficiency.

There is no reason why you should not share in the money to be made by writing about the many interesting activities of "Caterpillar" Tractors in industry and agriculture; and incidentally, you will be doing the editors and the public a real service.

To any writer who is a recognized contributor to reputable publications, the "Caterpillar" Tractor Co. will, if desired, give a personal letter of introduction to the nearest "Caterpillar" dealer. The dealer, in turn, will be glad to supply leads which may be followed up to advantage.

Perhaps the story will be found on a nearby construction or subdivision project, on a ranch or on the county or State highway system—"Caterpillars" are used by the hundreds in road building, industry and agriculture.

Don't forget we are anxious to help you by supplying photographs, technical information and "leads." Assuming, of course, that no contribution will find its way into print unless it has practical value and reader-interest, we will at least duplicate the payment you receive from an editor for any article featuring the "Caterpillar" in text or illustration.

Cordially yours,

JAS. C. KNOLLIN,

In Charge of News Service.

(Italics ours.)

Not content with direct offers to newspaper men the Hamman concern is also attempting to route caterpillar copy through established syndicates. Several syndicate managers notified EDITOR & PUBLISHER this week that they had received proposals from Hamman's agent suggesting that they broadcast pictures and "stories" for their client, the Caterpillar Tractor Co., "largest manufacturer of tractors," according to the letter, but in this respect engaged in the smallest and meanest advertising business that has come to the attention of EDITOR & PUBLISHER in many months.

Naturally, reputable syndicates ignore the Hamman proposal.

# VANDERBILT'S MIAMI TAB SUSPENDS; NEW RECEIVER APPOINTED

**Paper Quits June 17 After Negotiations for Sale Fall Through—Employees Demand Wages—John W. Brodix Named Receiver When Inglis Resigns**

(Special to EDITOR & PUBLISHER)

THE *Miami Illustrated Tab*, Cornelius Vanderbilt, Jr., publisher, has taken its place in the newspaper graveyard after a career of 18 months.

The tabloid had been in the hands of a receiver for four days when it suspended E. A. Inglis, Miami real estate operator, had been named receiver. The Tab made its appearance for the last time Thursday morning, June 17. It was 5 p. m. of that day before negotiations under way for sale and continued publication fell through and the receiver announced suspension.

Mechanical employees of the tabloid publication left their posts first and were followed soon after by employees in the other departments. The Tab office is at 70 West Flagler, which for years has seen the publication, first of the *Daily News* (which has a 99 year lease on the building) and then the Tab, first issue of that paper coming off the press on the morning of Jan. 12, 1925.

Auditors are busy taking an inventory of the property and auditing the books of the defunct newspaper. Advertisements for a receiver's sale are being printed.

The latest development in the Miami situation has been the resignation this week of E. A. Inglis, receiver, and the appointment of John W. Brodix of Miami in his stead. Brodix is the personal representative in Miami of Cornelius Vanderbilt, Jr.

Back salary due to almost all of the Tab employees will be first payment made after the sale of the property, Mr. Inglis stated after the suspension.

As late as 4 p. m. on the day previous to suspension of the publication efforts at a sale were continued, a conference with three prospective purchasers being held in the office of Mr. Inglis, but the effort fizzled and at five o'clock Mr. Inglis sounded the death knell.

"It was the only thing left for me to do," said Mr. Inglis. "The employees could not be paid and have not been paid for some time. Rent money also was long overdue and there were no funds in sight to straighten out the mess. The thing had to stop."

In the meantime, Vanderbilt Newspapers, Inc., publishing organization of the Tab, was operating under a court order to vacate the West Flagler property. The order was handed down by Acting County Judge Shippey on complaint of the *Daily News* under the name of News Tower, Inc., alleging failure to pay rent. The action was brought under the landlord and tenant's act and the court order named June 20, as the day to vacate the property. As a result equipment of the Tab is being moved out to make way for a drug store.

The *Miami Illustrated Tab* took its position as a morning and Sunday daily along with the tabloid newspapers started by Mr. Vanderbilt in Los Angeles and San Francisco.

Just previous to the first issue of his Miami paper, Mr. Vanderbilt came to Miami and sent communications to be printed in Los Angeles under his own name in which he said things about Miami and Florida which appeared to some to be so unfair that Mr. Vanderbilt was invited before one of the civic clubs and asked to explain and this he did, blaming the articles on his poor health.

A stock selling campaign was carried on in Miami and many representative Miami citizens purchased stock. On the board of directors appeared the names of Alfred I. DuPont, financier and manufacturer; and Ray A. Baker, former director-general of the U. S. Mint. The national advisory board was reported to include King G. Gillette of safety razor fame; Robert Fielder of the Guaranty Trust Company, New York, Mr. DuPont and others.

Mr. Vanderbilt's entrance into Florida journalism was marked by an ambitious publication program. He had a large staff, largely recruited from his California newspapers. Expenditures were made on a large scale and prosperity appeared to reward the efforts but as time went on it became apparent that the newspaper never was able to become self supporting and pay a dividend to the stockholders.

Frequent changes in the personnel attended the progress of the newspaper and reached a climax when early in the present year, Mr. Vanderbilt unexpectedly appeared one day and proceeded to dismiss 100 employees. In their place came more executives and employees from California.

Several weeks ago Mr. Vanderbilt announced from New York that his family had withdrawn their support of his newspapers after investing more than \$1,000,000. The *San Francisco Daily Herald* shortly afterward was ordered to suspend publication and *The Illustrated Daily News* of Los Angeles was placed in the hands of a receiver, discontinuing its Sunday issue.

The *Miami Illustrated Tab*, also hard hit, suspended its Monday morning issue and drastic cuts in the personnel were made. Employees began to complain that pay checks were not forthcoming. Efforts to sell additional stocks were unsuccessful. Then came the receivership and "30" for the *Miami Illustrated Tab*.

## WORLD CO-OPERATION SUPREME ISSUE

(Continued from page 24)

He thinks that representative government is being undermined by the philosophy of alien reds; I think that representative government is being undermined.

"By the practices of native voters. "Every successful enterprise must be adequately financed—and farming is of course no exception," said Judge Lobdell.

"Farm financing logically arranges itself into three divisions: First—The plant, to adopt the manufacturer's term, that is, the farm and its equipment. Second—Operating expenses—such funds as are necessary to plant, cultivate and harvest the crop, including fertilizer, and meet the general going expense. Third—Carrying and marketing credit—funds necessary to carry and market the crop in an orderly fashion in substantial response to conservative demand.

"In less than eight years of actual operation the Federal Land Banks have loaned more than a billion and a quarter of dollars to approximately four hundred thousand farmers, in every quarter of the country and upon every type of agricultural land.

"With nearly 5,000 Farm Loan Associations making service accessible in every community in the country, with the banks in abundant supply of funds and with other agencies competing for the business and meeting our terms and plans—as they must—the problem of farm credits would seem to be pretty well solved."

Miss Moreland said that the successful woman is no longer a headline.

"There are several other material and personal reasons beside the war for the place which women occupy in business and the profession today," she declared. "Increased cost of living, the breaking down of social barriers, increasing democracy of the world, and the granting of suffrage, have all resulted in the fact that women are now taken more or less as a matter of course in business.

"There are, I think, only two professions without women—the Army and Navy. One out of every five women

have it—'it' in this case being a job by which she is entirely or partially self supporting."

## Three Presidents in Monitor Delegation

Three presidents of advertising organizations were among the *Christian Science Monitor's* delegation to the A. A. C. W. convention. Those present were Norman S. Rose, advertising manager; Don E. Gilman, manager, San Francisco office, who is president of the Pacific Coast Advertising Clubs and a vice-president of the A. A. C. W.; Herman M. Craig, of St. Petersburg, president of the Florida association; Adah M. Graves, president of the Women's Advertising Club of Cleveland; George E. Munro, manager, New York office, and Florence E. Gill, manager, Philadelphia office.

## FORRISTAL HEADS RETAIL ADVERTISERS

**Executive of Foley Brothers, Houston Named President of A. A. C. W. Department—Copy Ideas Discussed**

The Associated Retail Advertisers elected George B. Forristal, Foley Brothers Dry Goods Company, Houston, Tex., president; Catherine McNellis Fowler, Dick & Walker, Wilkesbarre, Pa., first vice-president; David Lampe, The Hub, Baltimore, second vice-president. Directors: Maurice O'Connell, Gilchrist Company, Boston; E. W. Clarke, Wm. Taylor & Sons, Cleveland; Lucille Babcock, E. E. Atkinson & Co., Minneapolis; Horace Ryan, T. S. Ayres Company, Indianapolis; Sheldon R. Coons, Gimbel Bros., New York. Members of the Advertising Commission: Frank Black, Wm. Filene Sons Company, Boston; Mr. Coons and Mr. Forristal; secretary-treasurer, Esther Lyman, B. D. M. Read, Bridgeport.

"Department store advertising has gone through many changes in the last 25 years," said I. R. Parsons, advertising manager of the *New York Telegram*. "By and large it has established standards of merchandise presentation, copy, illustration and style that have been followed by the national advertisers.

"This has come about logically, for I believe all advertising experiences, those experiences which touch merchandise and merchandising in selling, distributions, turnover, delivery, advertising costs, copy, illustration, typography selection of media, and elimination of waste and the application of economic advantage come in due time to the advertising manager of a department store."

## MERGER OF "SPECIALS" ANNOUNCED IN N. Y.

**Carpenter & Co. and H. Edmund Scheerer, Consolidate to Form Scheerer, Inc.—W. F. Kentnor Joins Firm as Vice President**

Carpenter & Co., and H. Edmund Scheerer, newspaper representatives have been consolidated effective July 1, it was announced this week.

The new firm will be known as Scheerer, Inc. The incorporators are: H. Edmund Scheerer, Pres. & Treas.; W. F. Kentnor, Vice President, and Allyn V. Carpenter, Sec'y. The consolidating of the newspaper lists of these two firms gives to Scheerer, Inc., one of the strongest lists of its kind in the country. Offices will be maintained in Chicago and New York.

The announcement also carries the news that Mr. W. F. Kentnor Sec'y of Benjamin & Kentnor Company, has resigned to accept the Vice Presidency of the new firm.

## New Star Adcrafter

Harry Bressler, director of the Star Adcrafter Service, New York, and Mrs. Bressler, are parents of a son, Edward C., born June 16.

## PENN PUBLISHERS TO HEAR E. C. HOPWOOD

**President of American Society of Newspaper Editors Banquet Speaker at Summer Meeting, State College, June 28-29—Program Announced**

Eric C. Hopwood, editor of the *Cleveland Plain Dealer*, and president of the American Society of Newspaper Editors, will be a speaker at the annual banquet at the summer convention of the Pennsylvania Newspaper Publishers' Association at State College, Pa., June 28-29.



E. C. HOPWOOD

His subject will be "Building on News." Dean Charles W. Stoddart, member of the College Administration Committee, will also speak. John L. Stewart, of the *Washington (Pa.) Observer and Reporter*, and association president, will be toastmaster.

The banquet is slated for the evening of the first convention day. It will be the chief social event of the comprehensive program drawn up for members of the big Keystone State newspaper group, which represents the consolidation of the Pennsylvania Associated Dailies, the Pennsylvania Weekly Newspaper Association, and the Pennsylvania State Editorial Association.

Separate meetings for daily and weekly divisions are planned.

Co-operation in selling a market, a keynote subject, will open the convention Monday morning, with Jason Rogers, publisher of the *Advertisers Weekly*, and former publisher of the *New York Globe*, the speaker.

Then members of the daily division will discuss the matter of renewal of scale with the typographical union, due to come up for many papers the first of the coming year. Mechanical problems will be given consideration, such as the use of oil burners for melting metal.

William S. Fish, *Coudersport Enterprise*, is chairman of the weekly divisional meeting. Discussions will be led by George R. Fry, *Newport News*; John G. Zook, *Lititz Express*; and Charles M. Meredith, *Quakertown Free Press*. Mr. Fry will talk on possible saving by elimination of representatives in the foreign field.

Reports of committee chairmen will be made June 29 by the following: Hawley Quier, *Reading Eagle*, labor; W. L. Sanborn, Lansdale, Pa., newsprint; E. J. Stackpole, *Harrisburg Telegraph*, transportation; Howard Reynolds, *Quarryville Sun*, finance; Irving Heywood, *Conshohocken Recorder*, postal; George J. Campbell, *Pittsburgh Legal Journal*, legislative; and Charles M. Meredith, *Quakertown Free Press*, daily and weekly departmental divisions.

The association is divided into six regional groups, headed by the following publishers, who will make reports the same day: W. L. McLean, *Philadelphia Bulletin*; W. R. Lynett, *Scranton Times*; Mr. Stackpole, *Harrisburg Telegraph*; Paul R. Eyerly, *Bloomsburg Press*; E. A. Sweeney, *Greensburg Tribune*; and W. D. Fish, *Coudersport Enterprise*.

Howard Reynolds, *Quarryville Sun*, treasurer of the association, will also report.

George E. Graff, publisher of the *Williamsport Sun and Gazette*, and champion newspaper golfer of Pennsylvania, has invited golf fans among association members to luncheon at the Centre Hills Country Club, June 29. The annual tournament will be held that afternoon. Mr. Graff has held for two years the "Paste Pot Trophy," a cup donated by the Philadelphia Bulletin.

In a letter addressed to all members, Mr. Graff challenged them to come out in force to compete for their association golf award.

## SMALLER PAPERS WITH HIGHER RATES URGED BY WANAMAKER EXECUTIVE

Joseph H. Appel, Advertising Director, Says Modern Newspaper Overburdened with Advertising—Foresees a Decrease in Reader Interest—Store Host to British Delegates

SMALLER newspapers carrying less advertising at a much higher rate were advocated by Joseph H. Appel, advertising director of the John Wanamaker, New York department store, at a luncheon given June 19, at the store by Rodman Wanamaker to the British delegates to the convention of the Associated Advertising Clubs of the World in Philadelphia this week.

"With advertising of a century ago that cost the merchant \$30 a year for unlimited space with the assurance that 'no respectable house would overdo the thing,' we are confronted with an advertising expenditure in the newspapers and magazines of \$875,000,000 a year, with expenditure of from one to three million dollars by individual advertisers—are we not rushing along too fast?" he asked.

"Plainly the larger daily newspapers of America are being overburdened with advertising. Many of the larger magazines are suffering with the same disease. They are burdensome in form. They are losing reader interest—both in the editorial and advertising columns. They are not read as closely as they were, or with as much interest. Picture papers and magazines are growing more popular.

"Plainly advertising is being overdone. Some day this overdone advertising may kill the goose that lays the golden eggs, and both advertisers and publishers will be the goose.

"Is it not time to restrict advertising in space, to limit the amount to each advertiser in any one issue? Publishers will say then rates must increase. Well, they are increasing now. If publishers will cut out and cut down much of the fluff they now publish, present their news and features with some of the terseness now employed in advertisements, and then show advertisers that higher rates are necessary, I believe advertisers will co-operate to make a more readable, a more interesting, a better balanced newspaper, and a better advertising medium. They will gladly pay higher rates per line because each line of advertising will become more productive and advertising generally and newspapers as well will become of more service to the public."

In welcoming the overseas guests Mr. Appel paid a tribute to the London press during the recent strike.

"To Colonel Lawson and his brother publishers of Great Britain we want to say a special word in which I am sure all America unites," he said. "It is this: 'In the recent strike you wrote again a ringing Declaration of Independence for the press of the world, in refusing to accept the dictates of any group of society. At great financial cost to newspapers, to British business and to the nation at large you declared that the press shall not be censored except by the principles of truth and justice and civilization's code of morals and manners.

"And I cannot refrain, in passing, from offering our congratulations to Mr. Brown on his very fine convention number of **EDITOR & PUBLISHER**, in which among many other good articles, he publishes the very significant statement of Sir William Veno, another of our distinguished guests, that the British movement for the purchase of British goods alone must fall because it is unsound—smashing it with this pertinent query: 'if other nations adopt the same policy what will happen to the commerce of the world?'"

Mr. Appel then talked of the history of retail advertising, quoting authorities who declared John Wanamaker to be the inventor of modern store advertising.

"If, as has been stated, John Wanamaker invented modern department store advertising—and, by the way, Mr.

Brown's **EDITOR & PUBLISHER** in this week's issue, says the same thing—such advertising began with John Wanamaker's pioneering in publicity, first with his new kind of store in 1877, then with his inauguration of the Wanamaker conversational style of advertising in the early 80's—and his use of full newspaper pages beginning sometimes in 1888," he declared.

"It is, therefore, pertinent at least to inquire whether the pioneering of John Wanamaker did not inspire the great volume of advertising, both local and national, which today makes possible the great newspapers and magazines of America and without which they could not render their great service to the public.

"National advertising of manufacturers followed—it did not precede—the local advertising of stores.

"No authentic figures are available prior to 1915, but in that year the volume of national advertising in the United States and Canada was only \$55,000,000 in the newspapers and \$22,665,280 in the magazines against local advertising of \$220,000,000 in newspapers alone—a ratio of one to three. In 1925 the national volume was \$220,000,000 in the newspapers and \$130,000,000 in the magazines, a total of \$350,000,000 against a volume of \$525,000,000 of local advertising, including classified, in the newspapers.

"The grand total of newspaper and magazine advertising in the United States and Canada for 1925 was therefore \$875,000,000. The year's increase in newspaper advertising revenue alone throughout the United States in 1925 was approximately \$100,000,000, of which increase one-ninth was in New York—the increase being due approximately one-third to increase in rate and two-thirds to increase in linage."

Other speakers were Mayor Walker, C. K. Woodbridge, president of the Associated Advertising Clubs of the World; Charles C. Green, president of the New York Advertising Club; Colonel E. F. Lawson, proprietor of the *London Telegraph*, who spoke for the British delegation; Adrian Muller, representing the French delegation, and Rowe Stewart.

Twenty-three of the British delegates, several of the French delegates and about seventy-five members of the New York Advertising Club attended the luncheon.

### "Newspaper Wedding" in Chicago

A newspaper wedding was performed June 19 in the Hearst Square studio of WEBB, the Edgewater Beach Hotel-Chicago Herald and Examiner radio station, when Dayton L. Johnson and Miss Lora Ruth Jahr, both of Milwaukee, Wis., were married. The bridegroom has been connected with the advertising and promotion department of the *Wisconsin News*. The ceremony was performed by the Rev. Dr. W. H. Carwardine, religious editor of the Herald and Examiner, and Alexander Cameron of the advertising department of the *Chicago Evening American* acted as best man.

### Washington Group Meets

Newspaper editors and publishers of Pierce and King counties met in Puyallup, Wash., Saturday, June 26, for a general conference on newspaper problems and policies.

### Lawyer Sues Oklahoma Paper

N. S. Corn, county attorney of Dewey county, Oklahoma, has entered suit for \$5,000 against John Disbrow and Mrs. Ada Disbrow, editor and publisher of the *Camargo (Okla.) Comet*, alleging improper criticism of his conduct of a murder case.

## WORLD DOESN'T HATE US, SAYS VENO

BRUCE BARTON'S challenge to organized advertising that it seek the reasons why the world hates the United States, flung down in his Monday morning address before the first general session of the A. A. C. W., met a strong rebuttal from across the Atlantic on Wednesday.

Sir William Veno, head of the 1925 British delegation to Houston and an exceedingly active member of the present group, denied energetically that the world—or at least the parts of it that he knows—entertain any but the kindest feelings for Uncle Sam and his boys and girls. Sir William's rejoinder was delivered at the International Trade Conference on Wednesday, when he was presiding over the afternoon session.

He cited the ovations which greeted the American delegation to the London A. A. C. W. convention in 1924 and the similar reception accorded the delegates of the American Bar Association. He said flatly that Mr. Barton was mistaken in his judgment of world feelings.

Other speakers at the Wednesday morning session of the international trade conference were Dr. Julius Klein of the U. S. Department of Commerce, who stated that the commerce of the world was back to its pre-war level and growing steadily; and Eric Louw, trade commissioner for South Africa, who finds Americans thoroughly ignorant of the people and commercial accomplishments and possibilities of his territory.

"I have met men," he said, "who seem to think that lions and tigers are shot as easily in Cape Town as cashiers and jewelers in New York."

Too many American manufacturers are neglecting foreign markets and losing money thereby, declared Eric Field, director of Erwoods, Ltd., London.

"When the United States manufacturers do wake up to the possibilities of the English market," he declared, "many of them will be too late, because American products are already widely copied in England."

Sinclair Wood, director of Advertising & Publicity, Ltd., London, addressed the afternoon session on the importance of research in international advertising.

### Baltimore Men Await Jail

The three Hearst editors and the two Hearst photographers recently sentenced to one day in jail each by Judge Eugene O'Dunne are going about their business with the possibility that they will one day be called to drop pencils and cameras and serve the sentence hanging over their heads.

Bills of exceptions on which the appeal to the Court of Appeals will be based have been prepared and the case has been sent to the Court of Appeals, but no date has been fixed for argument. It is expected that the date will be sometime in the October term of court.

### Illinois Group Holds Outing

More than 150 newspaper publishers and editors of Kane, McHenry, Will and DuPage counties, Illinois, and their wives and friends were guests of the Illinois Bell Telephone Company last week when the newspapermen gathered at Warrenville for their annual meeting. A dinner was served by the company. George Smith, Wheaton publisher, had charge of the party at Wheaton where the summer vacation camp was visited. An informal program was given later in the afternoon.

### Spanish Edition for McAllen, Tex.

The *McAllen (Tex.) Morning Telegram* has started publication of a daily edition in Spanish. James Marion Bird is publisher.

### New Paper at Orange, N. J.

The Orange and Maplewood, N. J., communities will have a new daily paper to be started this fall.

## CITY FUNDS SHOULD PAY FOR ADVERTISING

Taxation Advocated to Raise Money for Community Campaigns by A. A. C. W. Speaker—Would Eliminate Publicity Demands on Newspapers

"When a community endeavors to tell its story to the world and obtains the desired objective in increased population, additional industries and payrolls, more and better homes, churches, schools, playgrounds and recreation spaces, every citizen of that community, directly or indirectly, benefits from the consequent development and growth of the city," said Martin Keet, secretary, Sunbury (Pa.) Chamber of Commerce, at the Community Advertising session of the international advertising convention of the Associated Advertising Clubs of the World in Philadelphia Wednesday. "But does every citizen thus benefiting, bear his proportionate share of the cost of the advertising which obtained these results?"

"Ordinarily the chamber of commerce or similar civic organization undertakes the job of broadcasting the city's advantages to the world. The scope of its effort is limited only by its financial resources. Its revenues are dependent upon the co-operation of the progressive citizen to whom the expenditure of a few dollars a year for membership dues or fees is not an obstruction to his vision of the future. Yet, that other citizen who scoffs at the well-intentioned effort of his progressive neighbor, is content to share equally in the benefits that accrue but will not help to pay the freight. The burden falls upon only a comparatively few.

"Restricted by lack of sufficient funds for proper advertising expenditures, the chamber of commerce is confronted with one of two alternatives; it must either stage a 'drive' or 'campaign' for contributions for its advertising fund, in which event the comparative few again must contribute time, service and money, or, it must recourse to the courtesy of the newspapers. The newspaper is asked and expected 'in the interest of the community,' to gratuitously donate its space for 'publicity.' Now, space is the only commodity the newspaper must sell to provide its bread and butter. Not even the citizen who rides free on the prosperity vehicle which community advertising sets in motion, would expect the merchant to give away his bread and butter. Why shouldn't the city, like the merchant, pay for its advertising space?"

"In these days of constantly directed effort toward reduction of taxation, national, state and municipal, it is perhaps treading upon questionable, if not dangerous ground, to suggest the expenditures of municipal revenues for community advertising. Yet, if the results obtained from a properly planned and directed advertising campaign be as beneficial to the city as a whole as the paving of streets, the laying of sewers, the improving of the water supply, would it be amiss to permit the people to determine the propriety of the expense?"

"Additional taxation is never exactly welcomed. Yet the opposition thereto recedes as the resultant advantages are realized and enjoyed. If the citizenship is willing to entrust the expenditure of its funds for other public improvements to its regularly elected officials, why isn't it reasonable to trust them with the expenditure of funds for this purpose?"

"Whether or not the question of municipal appropriation for community advertising is yet of sufficient importance to warrant more definite consideration, is perhaps a matter of opinion; it at least offers a basis for discussion. But it occurs to me that here is an opportunity for research by such committee or committees as may be appointed to look into the subject more fully. The data presented at this time is more or less cursory. In fact no effort was attempted to learn how the problem is being solved in such States which have enacted the necessary legislation nor what results are being obtained by this method."



### MEIGS NEW PUBLISHER CHICAGO HEARST DAILY

Advertising Manager of Evening American Now Directing Herald & Examiner—Succeeded by McNamee

M. C. Meigs, since 1917 advertising manager and assistant publisher of the Chicago Evening American, has been made publisher of the Chicago Herald and Examiner. The promotion was announced in a letter from William Randolph Hearst to Roy D. Keehn, president of the Illinois Publishing Company.



M. C. MEIGS

will fill the position vacated by Mr. Meigs.

The new publisher of the Herald and Examiner is only 43 years old. He was born on a farm and followed the plow until he was 17, when he went to Racine, Wis., to sell threshing machines and steam engines for the J. I. Case Threshing Machine company. At the end of a year the company sent him to South America with headquarters at Buenos Aires. For the next four years he represented the company in the Argentine and kindred countries, and in England, France and Portugal.

In order to perfect himself in the Spanish and Russian languages, Mr. Meigs entered the University of Chicago where he became one of the institution's greatest athletes. In 1905 he played on the championship University of Chicago eleven. It was while a student at the University that he became associated with the Hearst organization. He became the campus correspondent for the Chicago Examiner.

Upon leaving college he returned to the J. I. Case Company as advertising manager, but in 1914 he returned to Chicago as an advertising solicitor for the Examiner. Mr. McNamee, the new advertising manager of the American, started with the old Examiner in 1909 as a classified advertising solicitor. He left there in 1912 as an assistant classified manager and in 1913 joined the Chicago American staff as local advertising representative. After being shifted to the western foreign office as sales representative he was finally made western foreign manager for the paper and was advanced two years later to national or foreign advertising manager, which position he held until 1921, when he became assistant advertising manager. He was educated at the University of Illinois.



W. M. McNAMEE

### STORY OF TRIAL OF CARL MAGEE

(Continued from page 9)

nounced they would present a motion for an instructed verdict of acquittal.

Long before the hour for the night session the little court room was jammed with men and women drawn by the feeling that "something was about to happen." Opposing counsel took their places. Mr. and Mrs. Magee entered and took a position at one end of the table, Judge Armijo threw away a half smoked cigar and mounted the rostrum. He called court to order and Attorney Fred Wilson rose to argue the motion for an instructed verdict immediately after the jury had been ushered from the room.

Mr. Wilson argued for an instructed verdict because: 1. No evidence had been introduced proving the crime of manslaughter had been committed; 2. No evidence had been introduced showing the shooting was unlawful. 3. No evidence was introduced showing the killing was in the commission of an unlawful act. 4. Evidence introduced by the state affirmatively showed the defendant acted in self-defense. 5. Evidence by the state showed the homicide was accidental, without intent and not under heat of passion due to any act of the deceased.

Attorney General Wilson argued his motion for perhaps 15 minutes. District Attorney Hunker, declining to concede that the editor shot in self-defense, read a Supreme Court decision which he considered similar.

"I prosecuted that case myself," interrupted Judge Armijo, "and I don't believe it is similar."

"Then if the court concedes that the defendant shot in self-defense there is no use going on with this case," remarked Hunker.

"That's just what I concede and I'm going to sustain the motion," replied the judge conversationally and the trial was over.

There was no demonstration in court although many friends of the editor slipped quietly down to the railing to congratulate him.

"There was nothing else the court could do under the circumstances," District Attorney Hunker said, while waiting for the jury to return.

The jurors having signed the verdict and been dismissed, filed by the editor, shaking hands cordially.

The Albuquerque State Tribune was on the streets with the story within 20 minutes after the verdict was signed.

There was little surprise over the state of the verdict. There was much satisfaction expressed at the San Miguel county court procedure. The trial was orderly and all bars were down. Not a single objection to any question was raised by either defense or prosecution. There was an honest and successful effort to get at the facts in order that justice might be done.

The editor publicly expressed his appreciation of the fair treatment he received at the hands of the Court, sheriff, prosecuting attorney and all the press associations.

He even expressed his gratitude toward Judge Leahy for admitting frankly that it was his drive for a free press that ultimately caused the ex-jurist's attack on him.

### NEW DAILY PLANNED FOR SCRANTON, PA.

W. J. Pattison, Former Scranton Republican General Manager and Business Men Backing Venture—Will Start as P.M. Paper July 4

A new afternoon newspaper is scheduled to start in Scranton on August 1 to be known as the Sun. It will be published afternoons by the Scranton Sun Publishing Company. The application for a charter is to be filed by Attorney Walter Hill of Scranton this week.

The application is to carry the signatures of William F. Hallstead, Scranton financier, Bernard Connell, head of the Scranton Button Company; W. J. Pattison, formerly general manager of the Scranton Republican; Mark Edgar, formerly secretary of the Scranton board of trade and T. J. Duffy, for years advertising manager of the Scranton Republican and prior to that managing editor of several newspapers in the city. The Sun also has the financial backing of 20 other Scranton business and professional men.

The new paper is to be independent in politics and will be located at 314-316 Adams avenue, Scranton. A three story building of partial steel construction has been leased and will be altered to meet the needs of the publication. The company has ordered a Hoe sextuple press and is to install ten type setting machines.

### 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

### 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

### 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

### EVENING HERALD

Los Angeles, Calif.

Gained 5,015 Daily Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1925, 177,298 Daily. Six Months Ending March 31, 1926, 182,313 Daily. Increase in Daily Average Circulation, 5,015.

IT COVERS THE FIELD COMPLETELY REPRESENTATIVES:

E. 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.

So far the names of the news staff have not been revealed. There will be an intensive circulation drive launched a month before the newspaper makes its appearance.

The Sun will be a two cent daily. It has not announced what wire service it has arranged for.

### Batavia Times to Enlarge Plant

John Lennon & Son Company have been awarded a contract for construction of a two story addition to the plant of the Batavia (N. Y.) Times.

### New Advertising Book

CHICAGO.—Lloyd D. Herrold, associate professor of advertising of the School of Commerce at Northwestern University, has written a new book, "Advertising Copy, Principles and Practice," which has just been published by the A. W. Shaw Company.

### 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: STORRY, BROOKS & FINLEY

### 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

### GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation

LOUISVILLE KY

## 400 NEWS MEN COVER CATHOLIC MEET

Dispatches Filed in a Dozen Languages at Eucharistic Congress— Photographers Get Unusual Opportunity

More than 400 newspapermen, many of them from foreign lands, covered the twenty-eighth international Eucharistic Congress at Chicago this week by word and picture. It was one of the largest and most cosmopolitan groups ever to represent the press on a single story and the news dispatches were filed in a dozen languages.

Reservations for newspaper correspondents to cover the Congress came from virtually all the larger metropolitan newspapers in the United States and nearly 100 correspondents and special writers were registered from foreign newspapers. The press committee of the Congress reserved 400 rooms at one of Chicago's downtown hotels to make certain that all visiting newspapermen were taken care of. Most of these rooms were occupied.

Covering this meeting of 1,000,000 church people presented one of the most difficult tasks ever attempted. Every large city in this country sent hundreds of delegates to the Congress and most of the visiting newspaper writers were assigned to cover the activities of their home town group, leaving the general story to the press associations, which were equipped with special staffs and impressive wire facilities. Commercial telegraph companies placed a staff of 40 telegraph operators at each of the larger sessions of the Congress and in addition handled thousands of words from their main and regular branch offices.

At the general meetings in Soldiers' Field, where on the first day approximately 400,000 people assembled, newspaper writers were assigned to positions in two large press boxes, built almost directly in front of the 125-foot altar before which the solemn pontifical high masses were celebrated. At the dozen or more sectional meetings, which were held simultaneously on the afternoon of each day, smaller groups of correspondents were accommodated.

Everywhere were telephones and telegraph instruments, transmitting the news and feature stories by wire to a multitude of newspaper offices.

But this mammoth gathering of people gave the newspaper photographers one of the most unusual opportunities of the century for working with vast masses of people. From every point of vantage in the huge stadium, photographers were posted with cameras. Some of their "shots" were of such exceptional character that one Chicago newspaper ran a "souvenir supplement," rolled it in wrappers, and sold it on specially constructed stands throughout the loop district at five cents a copy. The supplements were extensively filled with pictures of the great throng in Soldiers' Field.

Because of the terrific traffic congestion between the Stadium and the newspaper offices, photographers found extreme difficulty in getting their plates back in time for editions. To meet this emergency one Chicago newspaper chartered a speed boat, anchored it in Lake Michigan off the Stadium site, and rushed

### 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

the plates up the lake shore, down the Chicago River, and into the back door of its engraving room. This paper scored a beat of nearly three hours on one of the most brilliant pictures of the crowd.

### Keehn Sails for Abroad

Roy D. Keehn, president of the Hearst publications in Chicago, sailed June 19 from New York for Paris. Mr. Keehn will spend two months in Europe with his wife, touring France, Germany, Switzerland and England.

### SCOTFORD RE-ELECTED

#### Jackson Citizen-Patriot M.E. Again President of Michigan A.P. Members

George W. Scottford, who recently celebrated the fiftieth anniversary of his connection with the *Jackson* (Mich.) *Citizen-Patriot*, was elected president of the Michigan Associated Press Editorial Association at the annual meeting of that organization held at Adrian last Sunday. Mr. Scottford is now managing editor of the *Citizen-Patriot*.

A. L. Miller, publisher of the *Battle Creek News and Enquirer*, was re-elected vice-president, and David J. Wilkie, A. P. correspondent in Detroit, was re-elected secretary. Arthur R. Treanor, of the *Saginaw News-Courier*, was re-elected to represent Michigan on the central division advisory board. Members named to act on the state advisory board were Louis Weill, of the *Port Huron Times Herald*; G. H. D. Sutherland, *Ludington News*; and A. C. French, *Monroe Evening News*.

The meeting next year will be held in Jackson.

### Dillon Joins B. B. B. Staff

E. N. Dillon, formerly with the *Los Angeles Examiner*, recently with the *Bronx Home News*, New York, has joined the National Better Business Bureau to assist in financial investigations, succeeding H. J. Donnelly.

### Seek to Affirm Medill Trustees

Citing the death of the original trustees of the estate of Joseph Medill, who died in 1899, a friendly suit has been instituted in Chicago by Mrs. Eleanor Patterson to obtain court recognition and sanction for the present acting trustees—Mrs. Patterson, Katherine McCormick, Orrin Carter, and Joseph Medill Patterson.

### Boston Circulators Hold Banquet

Members of the *Boston Evening American's* circulation department staff held a get-together banquet at the Hotel Westminster, Boston, last week. George E. Curren, a member of Gov. Alvan T. Fuller's council, officiated as master of ceremonies. Entertainment was furnished by numerous acts from various Boston theatres.

### Picture Editor to Wed

Morris Gilbert, picture editor of the *New York Herald Tribune*, is to be married on June 30, to Miss Grace Ross, of New York City, at St. Luke's Chapel.

### Take a Leaf from the Book of Other Advertisers

More than 85% of the National Advertising in the Miami Trading Zone is being placed in the *Miami Herald*.

Comparative figures, based on the past nine months (Sept., 1925, to May, 1926, inclusive) are as follows:

The Herald: 200,825 1/2 Lines  
Second Paper: 108,332 1/2 Lines  
Herald Lead: 92,493 Lines

—or more than 85%

The Miami Herald

"Florida's Most Important Newspaper"  
Frank B. Shutts, Publisher.

### STATE TO ADVERTISE

#### Premier of New South Wales Offers £10,000 from State Funds

The Labor Premier of New South Wales, Australia, Hon. J. T. Lang, is to make available the sum of £10,000 for advertising to "boost Australian goods." The amount is to be conditional on the manufacturers and vendors of Australian goods spending a like amount over and above their usual expenditure for the same purpose. Mr. Lang believes that Australia imports too much from England and the United States.

Labor Premier Lang is so biased against imports that he is prepared to give Australian goods a 30 per cent preference over foreign goods and a 20 preference over British goods. He is the first Premier to advocate state advertising, it was declared.

### Reece Publishing Florida Paper

N. E. Reece, former editor and publisher of the *Pratt* (Kan.) *Daily Tribune*, is now editor and publisher of *Arcadia* (Fla.) *Arcadian*, a semi-weekly. He went to Florida last fall after disposing of his interests in the *Tribune* several months before.

### St. Regis Earnings Announced

Net income of the St. Regis Paper Company for 1925 was \$1,041,056, equal, after preferred dividends to \$2.40 a share earned on common stock. This compares with \$1,054,799, or \$3 a share in 1924. Gross revenue for the year was \$9,175,651 and operating income was \$1,401,409.

### Recommended for Federal Post

Anthony Czarnecki of the editorial staff of the *Chicago Daily News* has been recommended to President Coolidge by Senator Charles Deneen of Illinois for the post of customs collector at Chicago. Mr. Czarnecki was formerly an election commissioner.

### Delaware Paper Mill Sold

The Nonantum paper mill, at Newark, Del., which has been owned by Curtis Brothers and Curtis Brothers Company for 80 years, has been sold to Herbert W. Mason of Arden, Del. It will be operated as heretofore and will retain its present name.

### Sales Forum for Business Staff

A forum in which present and past methods of salesmanship were compared and discussed was held recently by the advertising department of the *Indianapolis Star* with Roy L. Johnson, manager of the Richman Bros. Company, as the speaker.

### Flushing Daily Installs New Press

The *Flushing* (N. Y.) *Evening Journal* is now printing from its new Goss high-speed low-construction "unit-type" quadruple press. It is equipped with two folders, and is 28 feet in length.

### The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

### The Evening World

Pulitzer Building, New York  
Tribune Tower, Chicago

have you been following the remarkable growth of the Detroit Times

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 more net paid circulation in Pittsburgh than the other two evening newspapers combined—and 35,000 more net paid circulation in Pittsburgh than the other two Sunday newspapers combined.

### THE PITTSBURGH PRESS

A Scripps-Howard Newspaper  
Member of the A. B. C.

### 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 Pittsburgh Chicago

### 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.

CHARLES L. HOLMES DEAD

Stockholder and President of Waterbury Republican and American Dies

Charles Leyland Holmes, 63, president of the Waterbury (Conn.) Republican and American, died suddenly, June 16, while fishing in a pond on his country estate in Middlebury, Conn.

Mr. Holmes became interested as an investor in the Waterbury Republican in 1902, and steadily increased his holdings in that newspaper, until, at the time of his death, he was the largest minority stockholder of the combined newspaper property publishing the American and Republican.

On graduating from Massachusetts Institute of Technology in 1888, Mr. Holmes went to Appleton, Wis., where he assisted in starting and operating the first commercial sulphite wood pulp mill in the United States.

He had been president of the Waterbury dailies for 25 years.

London Times Leader Writer Dead

William Stebbing, 90, for 30 years on the staff of the London Times as leader writer and second to the late T. J. Delane in the editorship, is dead, according to news reaching this country.

W. E. Boselly, of World Staff, Dies

William E. Boselly, 70, superintendent of the composing room of the New York World, died June 21, at his home in Brooklyn. He had served the World since 1890. In 1899 Mr. Boselly was president of Typographical Union No. 6. He was one of the 258 members present at the World's Quarter Century Association meeting held May 10.

N. Y. Sun Baseball Team Organized

The New York Sun has organized a baseball club. Suits have been ordered and several games are already scheduled. Harry Schoen, of the engraving department, is manager and Robert Grant, of the pressroom, is captain.

300 Compete in Daily's Race

Three hundred runners competed in the eighth annual four-mile road race of the Chicago Daily News in Lincoln Park, June 19. Winners were awarded medals and other trophies by the Daily News.

Italy Bans News Agencies

Abolition of local news agencies operating in Rome and elsewhere in Italy on a commercial basis has been ordered by the government.

Capt. Patterson in Alumni Parade

Capt. Joseph Medill Patterson, New York Daily News, and Chicago Tribune, paraded with the Class of 1891 at class day exercises held by Yale in New Haven this week.

Higham Prescribes U. S. Energy

Sir Charles Higham, British advertising agent, in a speech at the Old Colony Club in London, June 23, suggested that if grumbling executives of British firms would spend six weeks in the United States they would come back "re-energized and electrified." He urged English business men to adopt American selling methods.

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; Nozzle; Fashion hints; 1 col. Comics; Portraits; Gillilan's Letters; News-Maps, also The Ad-route (house organ).

The International Syndicate Baltimore, Md.

NEW YORK TIMES MAN IS DEAD IN LONDON

Leonard R. Holme Was Connected with New York Newspaper in U. S. and England for 21 Years—Was 53 Years Old

Leonard R. Holme, 53, member of the London staff of the New York Times, died in London, June 17.

Mr. Holme was born at Brighton, England. He was the son of the Rev. Robert Holme, vicar of Crewkerne, and of Elizabeth Lyon Holme. After attending the Crewkerne grammar school he entered the famous Westminster school in London as Queen's scholar and went thence to Jesus College, Cambridge, as a Rustat scholar. He was graduated from Cambridge with history honors and was a Hulsean Prize man. After graduation he went to Canada, where he became Professor of History at Bishop's College in the Province of Quebec.

Later Mr. Holme entered the newspaper field, becoming city editor of the Montreal Gazette. From Montreal he went to New York, where on January 1, 1905, he joined the staff of the New York Times. He remained there ten years, covering some of the most important news stories in that period. Returning to London after the outbreak of the World War, he joined the New York Times London staff in 1917 and remained actively at work there until his death.

THOMAS P. COATES

Chicago Herald and Examiner Promotion Manager Drowned

Thomas P. Coates, manager of the promotion department of the Chicago Herald and Examiner, and for 27 years in the Hearst service, was drowned June 14, when he fell into the canal at 119th street and Cottage Grove avenue, Chicago.

Mr. Coates, although a newspaper veteran, was only 45 years old. When only 16 he joined the United States army, by lying about his age, and served in Cuba in the Spanish-American war. His first newspaper work was done in 1898 in the Philippines, where he served as a war correspondent in that group which included Richard Harding Davis and Richard Henry Little.

For nine years he remained there, then returned to Chicago, his birthplace, and joined the staff of what was then the Examiner, now the Herald and Examiner.

Chicago Agency Executive Dies

Murray Springer, 52, vice president of the Crosby-Chicago advertising agency, 29 Quincy street, Chicago, died suddenly June 2 at his home. He had been in the advertising business in Chicago for the past 20 years, having come from Lisbon, O., in 1902.

Wheeler-Nicholson, Inc. Complete Feature Service

Wire us for samples and prices of the Largest, Most Original Most Artistic and Finest

blanket feature service on the market, which includes IVANHOE, VIVIAN VANITY, and the FAMOUS SHORT STORY SERIES, in addition to SPORTS, WOMAN'S PAGE FEATURES, COMICS, FICTION, VERSE, CARTOONS and everything for the newspaper.

Wheeler-Nicholson, Inc. Malcolm Wheeler-Nicholson, President 373 4th Ave., New York City

Writers Narrowly Escape Drowning

Walter Schramm, news editor of the Toledo Blade, Helen Murphy, of the Blade staff, and V. K. Richards, the Blade's dramatic critic, narrowly escaped death when a squall overturned their canoe in the Maumee River, Toledo. Schramm and Richards together took Miss Murphy to shore.

A. P. Man Dies in Sofia

Svetozar Tonjoroff, 56, Associated Press correspondent at Sofia, Bulgaria, and former Boston and New York newspaperman, died in Sofia last week. He was night editor of the Boston Advertiser from 1897 to 1901, and also had been employed on the editorial staffs of the New York Press, New York Evening World, New York Mail, Providence Journal and Worcester (Mass.) Spy. He was an associate editor of Munsey's Magazine, and a contributor to the Saturday Evening Post, Ladies' Home Journal and other magazines.

Obituary

FRANCIS M. MORRIS, retired pastor and father of Charles E. Morris, editorial writer for the News League of Dayton, Ohio, and Edgar L. Morris, general manager of the Springfield (O.) News, died recently at Wapakoneta, O.

GEORGE SANBORN, 84, pioneer editor of the Fonda (Ia.) Times and one of the oldest residents of Fonda, died June 13. He edited the Times from 1879 to 1901 and was widely known in historical circles of Iowa for his history of Pocahontas county, a 900-page book.

MRS. NELLIE E. HOLDEN, wife of William H. Holden, Boston editorial and political writer, died at the Deaconess Hospital, Brookline, Mass., last week.

JEFFREY BLACK, 32, only son of Mrs. W. B. Bonfils, the "Annie Laurie" of the San Francisco Examiner (also Winifred Black of the King Features Syndicate)

"SKIPPY"

By PERCY CROSBY

The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.

A feature you can't afford to miss

JOHNSON FEATURES, Inc. 1819 Broadway, New York, N. Y.



"SECOND LOVE" BEST SERIAL OF THE YEAR. EUGENE MACLEAN Newspaper Features 627 BROADWAY, SAN FRANCISCO

was drowned at Carmel Beach, Cal., June 19. Black was swimming with Paul Phelan of the Examiner and Sidney Robertson, a former reporter, and was swept out to sea.

Publishing Company Incorporated

The Newton (Mass.) Progress Publishing Company, Inc., of Newton, has been granted a charter to do a printing and publishing business under the laws of Massachusetts. The capital is \$25,000 and the incorporators are Rupert C. Thompson, Clifton C. Mowry, Thomas L. Goodwin and James P. Gallagher, all of Newton, and Clement Hernandez, of Waltham.

Among The Newspapers Publishing Constance Talmadge's Flapper Series

Chicago Journal Philadelphia Sun Detroit News Buffalo Times Toledo Blade Louisville Courier J/I Omaha Bee Oakland Post Enquirer Peoria Star Journal Memphis News Semitator 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

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

Advertisement for 'THE PARTLOWE PLAN' featuring a cartoon character and text: 'Results Count', 'CHARLES PARTLOWE Co', '6th Floor Occidental Bldg INDIANAPOLIS IND.'

**MR. FIXIT AIDS PUBLIC IN CIVIC MATTERS**

**Dallas Journal Furnishes Connecting Link Between Citizens and City Officials—His Complaint Column Popular**

The man of the hour in Dallas is Mr. Fixit of the *Dallas Journal*. Mr. Fixit presides over a column designed primarily as a connecting link between the citizenship and its public officials. Frequent complaints from readers of

the Journal regarding minor civic matters convinced the editor that he could render city-wide service by publishing such complaints, suggesting the remedy and inviting others to report apparent faults in the public service.

The theory that nearly every person has something to kick about and is willing to kick publicly if his identity is not revealed was abundantly justified by the immediate and voluminous response.

From the two or three questions contained in Mr. Fixit's debut about ten weeks ago the feature has grown until it provokes an average of 20 complaints a day touching nearly every function

of city and county service and even extending to neighborly relations.

It would bankrupt a city of 250,000 inhabitants, covering 36 square miles, to employ enough men to discover every bad hole in the streets, every weed-grown lot, every stagnant pool, every noisy dog-pack, but there is some individual citizen who knows about and is inconvenienced by each of these specific cases. He reports them to Mr. Fixit.

The city officials get the complaint immediately. They are glad to have it and in nine cases out of ten they give it immediate attention. If results don't show the original complainant is asked

to make a complete report to Mr. Fixit.

Every complainant is required to sign his name, give his address and the exact location of his complaint, but he is assured his name will not be published. Having that assurance he does not hesitate to make his complaint; first, because he likes to see something he has said or written get into the newspaper, and, second, because he feels he is almost certain to get relief.

The Journal is devoting to the feature an average of a column a day on four days of the week and on the two other days it attempts to use up the accumulation sometimes as much as six columns.

# Supplies and Equipment

## USED NEWSPAPER PRESSES

**Scott** 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available For Early Delivery

### WALTER SCOTT & COMPANY

Main Office & Factory.....Plainfield, N. J.  
New York Office..Brokaw Bldg., 1467 Broadway  
Chicago Office.....Monadnock Block



**GOSS**  
STEREOTYPING  
MACHINERY

Carried in Stock

Some outstanding and exclusive features of The Goss Combination Wet and Dry Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11 1/4 seconds; dry mats in 22 1/2 seconds. 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

## 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  
**Printers Manufacturing Co.**  
1109-17 Transportation Bldg.  
Chicago Illinois  
World Bldg., New York City

## Fight hot-weather fatigue

Fresh, cool, invigorating air—supplied by Sturtevant Ventilating Fans—would keep your men working at top-notch efficiency during the hot summer months.

**B. F. STURTEVANT CO.**  
Hyde Park, Boston, Mass.  
Branch Offices in Principal Cities

**Sturtevant**  
Ventilating Fans

## 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.

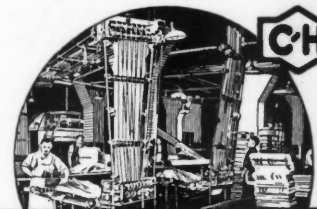
## FOR BETTER PRINTING

use  
**Herrick Inks**  
Cost more. Worth it.

No substitutes. Made from the best materials. Specializing to requirements of each pressroom.

Ask the Publishers who use them.

**WM. C. HERRICK INK CO., Inc.**  
401 West 33rd Street  
New York City  
Factory: Rutherford, N. J.



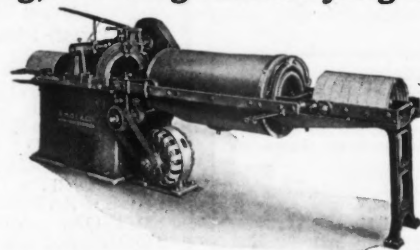
## Newspaper Conveyors

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 Automatic Curved Plate Finishing, Cooling and Drying Machine



Trims, tail-cuts, shaves, cools and dries six plates a minute.

**R. HOE & CO., INC.** 504-520 Grand St., New York City  
7 South Dearborn Street CHICAGO, ILL. also at DUNELLEN, N. J. 7 Water Street BOSTON, MASS.

## Publishers!

Under "Equipment For Sale" on the Classified page are listed bargains in used Equipment that may mean a considerable saving if you are in the market for any of the particular items advertised.

The "Editor & Publisher" is your market place. Buy Used or New Equipment advertised in its columns.

# Employment—Equipment—Services

## EDITOR & PUBLISHER

### Classified Advertising Information

#### TRANSIENT RATES

SITUATIONS (Cash with Order)

- 1 Time — .40 per line
- 2 Times — .35 per line
- 3 Times — .30 per line

#### ALL OTHER CLASSIFICATIONS

- (Cash with Order)
- 1 Time — .60 per line
- 4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

## ADVERTISING

### General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

## BUSINESS OPPORTUNITIES

### Brokers

July Bargains in Desirable Weekly Papers—I have recently listed desirable weekly papers with and without job plants. They nearly all occupy exclusive fields; have good circulations and earning handsome dividends. J. B. Shale, Times Building, New York.

Western Pennsylvania Weekly, only paper in county seat of large county. Profitable business and splendid equipment. Available for \$21,500 on terms. Prop. 1450x. The H. F. Henrichs Agency, Litchfield, Ill.

### Newspapers for Sale

Exclusive Afternoon Field, Kansas county seat 15,000; A. P.; offered for quick turn at slightly less than four times annual return to owners. Financial references first letter. A-590, Editor & Publisher.

Newspaper for Sale—Daily and Sunday, New England, 100,000 population. Plant in fine condition. Price reduced \$100,000 by insurance on life of late owner; \$50,000 to \$75,000 cash required. About \$250,000 annual business. Inquiries confidential. Address A-599, Editor & Publisher.

## CIRCULATION

### Premiums

Dish Dryers Appeal to every woman. They save 30 minutes after each meal. Price 60c each. Order a sample now. Thirty-seven newspapers offering them. The Steel Co., Box 203, Palmyra, N. J.

### Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Real Tangible Results for the leading daily, city of 150,000. Production 2,100 subscriptions from 1st of June at a net saving of 60 per cent of the usual promotion cost. Let us produce circulation for you with small dinner sets. The Albright China Co., Palmyra, N. J.

## EDITORIAL

### Syndicate Features

Passaic Daily News and Perth Amboy Record are the new customers this week. For samples of a live, up-to-date service, write The Graphic Syndicate, 25 City Hall Place, New York.

## EMPLOYMENT

### Help Wanted

Classified Advertising Promotion Manager—To assume full charge of classified promotion department of two artists and copywriters. Department must turn out new copy daily, prepare broadsides, blotters, sales letters and plan campaigns and assist a large sales force to increase production by merchandising promotion to advertisers. This post is considered by promotion men as one of the best opportunities to use one's talents. If you have the qualifications to manage, are a self-starter, understand classified advertising in its entirety, know how to write copy, know typography and layouts, and having these qualifications are one who works, write for appointment, stating age, past experience in the classified field, salary desired. If you are the man, you will sell yourself by your letter. Box A-604, Editor & Publisher.

Classified Manager, experienced, wanted; capable of increasing three pages daily, seven pages Sunday, in the largest morning and afternoon papers in the State, with the only Sunday paper in the city of 144,000. Southwest. Submit full qualifications in first letter; age, salary, etc. A-594, Editor & Publisher.

### Situations Wanted

Advertising Man, 45 years old, 20 years' experience in all phases of newspaper advertising work. Best references as to character and ability. Salary, \$40 week to start. Address Ad Man, 214 Perrin avenue, Lafayette, Ind.

Advertising Manager and Newspaper Executive wishes connection June 28. Twelve years' experience—retail accounts, manager national, manager special features, statistical and circulars promotion preferred; age forty; married; Christian; arts graduate. Prefer growing suburban paper. A-593, Editor & Publisher.

Advertising Manager with successful record on both metropolitan and medium sized dailies; capable of materially increasing lineage in a publication needing a man of proven ability. Have the personality, initiative and experience necessary to organize and develop all classes of newspaper advertising. Only interested in permanent connection where results will be rewarded. Write for my record and interview. A-597, Editor & Publisher.

Business Manager or Assistant to Publisher—A man fortified with years of experience, now employed as advertising director, is seeking above position. Can satisfy interested publisher concerning ability, energy, and integrity. Trained in the fundamentals governing the administration of the successful newspaper. Address A-572, Editor & Publisher.

Circulation Manager, successful record, young, now employed, is seeking connection with larger paper. Familiar with ABC and all phases of circulation work; has experience from ground up. South or Southwest preferred. A-580, Editor & Publisher.

Circulation Manager who can make you proud of your next A. B. C. audit. A hustler who knows how. References and proven record. What have you? Address Circulation Manager, 434 1/2 19th avenue, Moline, Illinois.

Circulation Manager—At present employed. Married, thirty-three years old, efficient and reliable. Thoroughly understand organizing department, and can produce results at minimum cost. Eastern publication preferred. References and reason for change gladly furnished. At liberty July 15th. Address A-596, Editor & Publisher.

Circulation Manager—Have had vast experience in constructive circulation building, both city and country. Fully conversant with A. B. C. records. Employed at present, but wishes to make change. Age, 31, married. Can furnish best of references. A-595, Editor & Publisher.

City Editor, married, wants to change fields. Consider desk, telegraph or local, or street. Guarantee satisfaction. Must pay \$50. Will be available on two weeks' notice. Address A-588, Editor & Publisher.

Classified Advertising Manager, 28 years of age, 8 years' experience on metropolitan newspapers; at present employed in city of over 168,000. Over 25,000 ads gain in 1925, and over 350,000 lines. Present paper second in field, but running neck and neck with leading paper in Classified. If you want a man who can solve your Classified problem and who knows how to train and manage a department, get in touch with me at once. Present paper gaining better than 3,000 ads per month over 1925. Have managed Classified Departments of Accounting and Collection to the satisfaction of two publishers. Prefer Eastern or Middle Western newspaper in city over 100,000. Best of references. Will mail copies of promotion used on gains made during 1925 and 1926 to interested parties. A-601, Editor & Publisher.

Classified Manager—Healthy, vigorous, neat and refined appearance, possessed with energy and ability to sell and train a staff to sell, now employed, desires a change. Last year's record over 300,000 lines gain. A-556, Editor & Publisher.

Classified Advertising Manager; four years' experience on papers in cities of 100,000; now employed as Sales Manager of advertising lines, but wish to return to newspaper field; have good record for lineage increase on previous publications. A-581, Editor & Publisher.

## EMPLOYMENT

### Situations Wanted

Composing Room Superintendent wishes position where efficiency and ability are desired. Fourteen years in charge of one plant, now in charge of composing room of morning and afternoon paper. Prefer to go South on morning paper, but intend making a change, and would like to hear from manager or publisher desiring a reliable, permanent man. Can give reference. A-598, Editor & Publisher.

Editorial—Do you need City News, Managing or Feature Editor? Not Unemployed. Credentials that will satisfy; age 34, married; 10 years' desk experience, university education; now executive in big organization; ask \$60 to \$75 per week and can earn it. Write A-578, Editor & Publisher.

Editor—16 years' experience with first class newspaper, wants position as managing, assistant managing or city editor, afternoon paper city 200,000 or less. Married, 34, hard, fast, accurate worker. Reliable. Not flatter. Wants something permanent. Available now because of sale. Excellent references. A-602, Editor & Publisher.

Managing, City, Telegraph Editor—Aggressive, hard worker, seeks connection on daily, town 20,000-35,000 population. Ten years' experience. Address, A-603, care Editor & Publisher.

Managing Editor—Four years managing editor Staten Island Advance; two years city editor, Camden, N. J., Courier; four years, City Hall reporter Philadelphia Evening Ledger, and three years City Hall reporter and political writer Philadelphia Record, seeks managing or city editor post on afternoon daily in city of 40,000 to 200,000 population. Best of references from owners or executives of all papers. Address St. John McClean, Mt. Pocono, Pa.

Managing Editor or News Editor—Must make change because of wife's health, 35 years old with record of uncommon achievements in daily field. Desires city under 100,000 where there is opportunity to build downtrodden paper; 15 years' experience. Address A-528, Editor & Publisher.

Motion Picture Critic wishes to syndicate criticisms and news being written in spare time for semi-monthly organization paper. Style is "free-and-easy," semi-humorous. Excellent service for smaller publications desiring this type news at modest rates. Beaumont, Post Office Box 48, Station O, New York City.

Newspaper Executive, practically trained in all departments of newspaper making, provincial and metropolitan, is available for immediate connection, where proven constructive ability, seasoned experience and pleasing personality will find permanency and congenial environment. Formerly business manager prominent New York City daily. Recently, a Hearst business executive. Excellent references. Consider any location. A-574, Editor & Publisher.

News Editor, city, telegraph. Hard worker seeks connection with middle-west daily. Address A-557, Editor & Publisher.

News Editor—Experienced newspaper man, employed in responsible position on editorial staff of metropolitan newspaper, desires executive place on smaller daily. Am 28, university graduate, and have spent the last 10 years in active newspaper work. Thoroughly familiar with all branches of editorial department, including make-up. A-605, Editor & Publisher.

Reporter—Two years' experience reporting and rewrite; seeks position on daily or weekly. A-606, Editor & Publisher.

## MECHANICAL

### Equipment for Sale

Duplex Tubular Printing Press, 16-page, for sale. Due to purchase of Journal by Sun, this fine machine will be released about July 10. Prints modern 8-column paper any size up to 16 pages, including 14 pages. In perfect condition. Specimens of work sent. Also other newspaper machinery, including Hoe Saw & Trimmer, Hoe Mat Rolling Machine now used on dry mats, Proof Presses, etc. For prices and terms, address Lewiston Daily Sun, Lewiston, Me.

Goss Comet and Duplex Flat-bed Presses for immediate delivery. Good condition guaranteed. Also several good bargains in stereotype presses and machinery. Griffiths Publishers Exchange, 154 Nassau street, New York.

Hoe Dry Mat Roller, new only one year ago. Alternating current motor, 40 seconds travel. Griffiths Publishers Exchange, 154 Nassau street, New York.

Job Presses, Paper Cutters, Wire Stitches, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Four Rebuilt Model 5 Linotypes for sale at bargain prices; equipped with gas metal pots and individual electric motors. Register Publishing Co., Danville, Va.

## MECHANICAL

### Equipment for Sale

Linotypes, Intertypes, Ludlows—8 machines, 3 complete Ludlow equipments; 4 Thompson type casters, large stock of foundry type. Peckham Machinery Co., 1328 Broadway, N. Y. City.

Printing Plant for sale, consisting of one Linotype machine Model 14; 3 Linotype machines, Model 8; 8 Linotype machines (rebuild), Model 5; 3 Intertype machines. One 32-page Hoe Quad 4 plate wide press. The above complete, with motors and the highest type of electrical installation, conveniences and fixtures; about 9,000 feet of floor space on two floors, premises having two entrances. Lease runs for five years from May, 1926. Price complete and clear, \$72,500. Plant can be seen at 5 Crosby street or 22 Howard street, New York, between 10 a. m. and 3 p. m. any weekday.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fender Branch, A. T. F. Co., New York City.

Type Foundry Equipment and Stock—Sold on account owner's death. Large stock of best metal type, with 4 machines, \$15,000. Peckham Machinery Co., 1328 Broadway, N. Y.

Two 10x15 and Two 12x18 Job Presses for sale, including Miller feeders, in first-class condition. The Johnston Tinfoil & Metal Co., 6106 So. Broadway, St. Louis, Mo.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Web Presses, Flat Bed—Goss, 4-8 page, now running, \$2,300.00; Duplex double drive, 4, 6, 8-pages, motor, \$4,400.00. Erected your plant by Duplex Press expert. Peckham Machinery Co., 1328 Broadway, N. Y. City.

Web Presses, Stereotype—Goss Straight line, 24-page; Hoe, late design, 32-page; Potter, 16-page; Erected your plant at special prices, to save removing and storage. Peckham Machinery Co., 1328 Broadway, N. Y. City.

## PERSONAL

Desire Address of John Littmer, press expert. Answer through these columns.

## FOR SALE

Florida bi-weekly newspaper with job plant. City has 12,000 population, county seat. Circulation, 3,000; advertising rate, 50 cents an inch. Weekly revenue, \$500 for newspaper. Job plant does \$15,000 annually. Price for both, \$25,000. Terms to suit.

**PALMER, De WITT & PALMER**  
Newspaper Properties  
350 Madison Ave., NEW YORK

## CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

**HARWELL & CANNON**  
Times Bldg. New York

## WE CONNECT THE WIRES

### WE WANT

- Reporters
- Copy readers
- Advertising salesmen

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

# DOLLAR

\$\$

# PULLERS

\$\$

ONE DOLLAR  
WILL BE  
PAID  
FOR EACH  
IDEA  
PUBLISHED

WITH World War veterans already looking forward to the Legion convention in Paris in 1927, the *Los Angeles Times* is launching a special circulation campaign to be participated in by members of the Legion, and with special inducements offered to them. The campaign will give many former soldiers a chance to earn their way to Paris. Endorsement of the Times' plan has been given by the county council of the American Legion, and is being given wide publicity by the Times. The same idea should be readily adaptable to the circulation department of any newspaper.—**HAROLD J. ASHE.**

A page of "Thrift Items for Saturday Night Shoppers" is run each Saturday in the *Marion (O.) Star*. The page is made up of uniform 2x5 advertisements, the page being sold for a three months' run each period with the advertisers already on the page having preference for renewal of the space they desire. The plan has been a good puller for the Saturday evening issue.—**B. A. T.**

Many more individuals and firms would purchase and display the American flag on holidays if the flag dealers and bunting people were a little more aggressive in their advertising. These local merchants should prove a fertile field for an advertising solicitor prior to July 4th.—**C. M. L.**

An advertising page known as the A B C Special is published occasionally in *Topeka this Week*, a magazine issued weekly at Topeka, Kans., and devoted to the interests of that city. This page may be worked out in a number of ways but carrying out the general plan makes it attractive and catchy in appearance while a large amount of advertising may be used in a small space. This general plan is to let each letter of the alphabet represent a business firm whose name begins with the letter. Each advertising line begins with that letter and the page is thus blocked into 26 advertising spaces with one firm taking a line between each block. One block or one twenty-sixth of the advertising represents the plan as follows:

**UP-TO-DATE—**

**M**en wear  
Middleton's (734 Kansas)  
ade to  
easure suits

**\*\* Yellow Cabs—Insured \*\***

In this case the Yellow Cab Company took the space between the blocks as well as four of the letters. This advertising between the blocks is particularly valuable to concerns that do business with the general public.—**CAROL JOYCE, Topeka, Kan.**

As it is becoming more and more the custom for persons to store valuables before taking long auto tours or vacations,

COMPLETE WIRE REPORTS  
FOR EVENING AND SUNDAY  
PAPERS

**International  
News Service**

"Get It **FIRST** but First Get It  
**RIGHT**"

63 Park Row  
NEW YORK CITY

a group of stores companies may be grouped at this season of the year, for making an appeal to those taking vacations and wishing to protect their property in the meantime.—**C. M. L.**

Look through your ad service and find a few four-leaf clover mats and, if possible, the mate of a horseshoe. Your art department or engraver can make them also. Then, lay out a double truck using the art. Make spaces for 15 merchants and sign them up for a 10-week contract for "Lucky Wednesday Sales." It's easy to write tie-ups.—**DAVIS O. VANDIVER.**

# HUNCHES

ONE DOLLAR  
WILL BE PAID  
FOR EACH  
"HUNCH"  
PUBLISHED

**P**RIZE contests of all kinds are now the fad in all newspapers. One Iowa newspaper is offering prizes from \$5 to \$50 each for photographs of the oldest vehicles in that state; old costumes which were in vogue, 25 to 50 years ago, action pictures, animal photographs and the like. A great deal of interest has been aroused by this contest. Why not offer a season prize for the best picture taken on a motor trip or camping trip, the photograph of the largest fish caught in your state during a certain period, etc.? Many interesting photographs could be obtained in this manner.—**GEORGE SMIDAL.**

Some town and village laws of New York State, and doubtless of other states too, require the posting of legal notices, in addition to publication. Usually such posting is made on telephone poles and trees with the usual unsightliness. Bulletin boards, erected and maintained by your paper (and that fact painted on the board) will help rid your community of eyesores. Besides it will be a good-will builder for you.—**G. HARRIS DANZBERGER, Hartsdale, N. Y.**

"My Favorite Summer Pastime"—a contest for girls 17 or over, with prizes of \$5 for each letter published, 300 words or less, and a weekly prize of \$10 for the best, is run by the *Chicago Daily News*. Accompanying snapshots are invited. How they put in Saturday half-holidays and hours saved by daylight schedules is the theme.—**T. E. R. Chicago.**

**THOS. W.  
BRIGGS CO.**

Columbian Mutual Tower  
MEMPHIS, TENN.

Let this organization with years of careful study and a personnel of experienced representatives secure for your newspaper the advertising appropriation of industrial plants, manufacturers, wholesalers and others in your city who are now spending their money for other forms of advertising.

Write us details

*Briggs' Proven Feature Pages  
Will Solve Your Problem*

**ST. LOUIS WOMEN WIN**

**Toledo Trophy Awarded for Most Constructive Ad Work During Year**

The Women's Advertising Club of St. Louis was awarded the Toledo Trophy Cup for having done the most during the past year to advance breadth in advertising and for having made the most constructive contribution to the art. Nineteen clubs competed for the trophy, which is offered annually by the Women's Advertising Club of Toledo, Ohio. The cup was presented to the St. Louis Club at a Tuesday noon luncheon by Miss Ethel B. Scully, the only woman on the executive committee of the A. A. C. W.

**Whitehead Directing Perry Chief**

G. E. Whitehead, formerly advertising manager of the *Newton (Ia.) Daily News* has been named resident publisher of the *Perry (Ia.) Daily Chief*, and has taken over active management of that paper.

Most states have somewhere within their borders one or more towns of communities that are operating on a co-operative or possibly communistic plan—like the communist village of New Llano in Louisiana, for instance. Such towns are generally found to be without policemen or jails, without loafers or dead-beats, without lawyers, and with neither wealth nor poverty.—**R. LEVIN.**

A great many church societies, fraternal organizations and other groups have "press committees," "publicity chairmen," and various others, charged with the duties of getting news of the organization and advance notices of meetings to the newspapers. Most of those so appointed know nothing of what the newspapers want. Prepare a sheet or a booklet for their instruction and see that each one gets a copy. Cover just the things they ought to know, make it interesting and not too dictatorial. It will save much time for copy readers.—**GUY M. CHASE.**

*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*



**NEA SERVICE INC.**  
1200 W. 3RD STREET  
CLEVELAND, OHIO

**LET YOUR READERS  
MEET**

**"America's Best  
Known Couple"**

**The Married Life  
of  
Helen and Warren**

**By Mable Herbert Urner**

**will fill your Sunday  
fiction bill**

**The Bell Syndicate, Inc.**  
JOHN N. WHEELER, Pres.  
154 Nassau St. New York City

**How To Play  
GOLF**

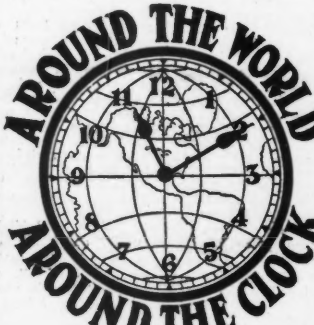
**By JOHNNY FARRELL**  
Famous Teacher of That Game

**24 LESSONS**  
*Illustrated*

For release daily

**KING FEATURES  
SYNDICATE, Inc.**  
New York City

BY UNITED PRESS



**AROUND THE WORLD  
AROUND THE CLOCK**

UNITED PRESS ASSOCIATIONS  
World Building New York

**"Soch 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

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