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Elimination of Weak Papers Continues; Survivors Rule Advertising Field

Many Consolidations Indicated by Semi-Annual EDITOR & PUBLISHER Tabulation of Circulations and Advertising Rates—Steady Increase Shown in Both of Latter Elements, as Dominance of Daily and Sunday Press Wins General Recognition by National Advertisers

ACCCELERATION of the movement toward consolidation of newspapers or the purchase and elimination of financially weak enterprises is notable in the semi-annual tabulation of newspaper circulations and advertising rates presented in this issue of EDITOR & PUBLISHER. While the total number of morning papers show an increase from 427 to 430, the number of evening newspapers dropped from 1,581 to 1,560 since the tabulation published in the YEAR BOOK. The latter figures were based on circulation returns for the six months ending Sept. 30, 1925, and corrected to Jan. 15, 1926. The current statistics are based on circulation returns as of March 31, 1926, and are corrected to June 15, 1926.

Because of the numerous suspensions and mergers the circulation totals are no doubt smaller than they should be to present a true picture. Gains are shown by every one of the three classifications—morning, evening and Sunday, the latter making the largest proportionate growth. No account is taken in the totals of the figures for consolidated newspapers, which will be shown in true proportions in the next tabulation, covering the Sept. 30 statements.

Morning newspapers, which had a total net paid circulation as of March 31, 1926, of 12,791,965 copies daily, gained 351,578 copies, or 2.8 per cent.

Evening newspapers, which distributed a total of 21,761,975 copies daily to paid subscribers according to the latest figures, gained 492,993 copies, or 2.3 per cent.

Sunday newspapers, which showed a total net paid circulation of 24,455,822 copies per issue, gained 1,101,200 copies, or 4.7 per cent.

All of the above comparisons are with the figures for Sept. 30, 1925.

Advertising rates, which are quoted on the basis of those applying to 5,000-line contracts on general advertising, have advanced in all three groups, with six-day morning papers (Sunday issues excluded) having the largest increase. This is probably due also to causes of which the tabulation takes no account—new enterprises and consolidations. Rate increases are the rule in mergers, some publishers applying the working standard of adding the rates of both newspapers and deducting 25 per cent in setting the basic rate on the new card pending the complete amalgamation of the old circulations.

Another factor in the jump of morning paper rates may be traced to the large increases in circulation noted by the metropolitan tabloids, with consequent and frequent additions to the rate schedule. Still another, not at all negligible in the aggregate, is the steady stepping-up of rates by morning paper publishers in small cities and towns where the schedules in the past have hardly afforded a living revenue.

The total morning newspaper rate (Sunday excluded) increased from \$33.195 six months ago to \$37.744—an ad-

vance of \$4.549, or exactly 13.7 per cent. Total evening newspaper rate (Sunday excluded) increased from \$72.373 to \$74.546—a gain of \$2.173, or 3 per cent.

Total Sunday newspaper rate (daily excluded) increased from \$54.243 to \$56.376, a gain of \$2.133, or 3.9 per cent. In the evening field the elimination process has taken the form of suspension rather than consolidation, as has been the rule in the morning changes. The evening process tends to decrease, rather than increase, the advertising rate total.

The rate per line per million circulation gives a direct measure of the increased cost of space in newspapers.

Morning newspapers' rate per line per million is, for the time being, at its highest point, but it is still far the lowest-cost advertising medium known for the results it produces, in the space-buyers' hands. The figure is \$2.95, an increase of 29 cents, or 10.9 per cent over the tabulation of January.

Evening newspapers' rate per line per million circulation is now \$3.42, an increase of 3 cents, or eighty-eight hundredths of one per cent over the last previous figures.

The rate per line per million circulation of all daily—morning and evening newspapers—is \$3.24, an increase from \$3.13 of 11 cents, or 3.5 per cent.

Sunday newspapers' rate per line per million circulation is \$2.30, about which it has fluctuated slightly for the past six years. The present figure is a decrease of 2 cents, or eighty-six hundredths of one per cent from the last statistics.

The Sunday figure is now lower than it was in the business depression of 1921. All of the comparisons which have

been cited are taken from the box on this page, giving the comparative circulations, advertising rates, rates per line per million circulation, and the increases or decreases shown by the latter since 1921.

It is in no such small percentage units that the cost of newspapers' production has advanced, or ever advances. It never decreases. A recent wage increase to newspaper printers in a large Eastern city amounted to more than 16 per cent, with back pay at the same rate for seven months.

A publisher who goes into the spot market for newsprint tonnage to handle the unprecedented volume of advertising that has come his way since the 1926 contracts were entered pays considerably more than 25 per cent above his contract price to get the stock promptly delivered.

If he considers a new building to care for the ever-increasing volume of printed pages and their prompt distribution to subscribers, he finds that the cost of building material has often advanced considerably between the conferences with his architect and the swinging into position of the first steel girder. Buildings that the architect had planned for a cost of \$200,000 have in more than one case cost the publisher \$250,000 or even \$300,000 before the presses began to roll on their new foundations.

Apparently the newspaper business is well into the first stages of the economic growth that was marked in a number of other industries about 25 years ago.

It is well away from the days when the editor was the prime individualist of the community, giving pungent advice to friends and enemies and receiving sometimes their friendship, sometimes the

business end of a long black whip, in return for his advice, and at most a meagre sustenance from the revenues of the newspaper.

It is also getting past the era of the publisher's monarchy—a day when the publisher alone obtained a modest return for his capital and his investment, with the results to the community and to advertisers constantly hampered by lack of means to give service, and the employees getting hardly more than a pittance.

The newspaper of today is a substantial part of its business community—often the largest single unit. Editorially, it does a large variety of services which were the dreams of progressive newspaper men little more than a decade ago. Its circulation has been developed intensively and extensively on a scale that even the dreamers of a few years ago might have called impossible. And its volume of advertising would have been considered fantastic had it been suggested to even present-day executives in 1916.

The volume of national advertising in newspapers has increased from an estimated \$75,000,000 in 1914 to \$225,000,000 in 1925.

The total volume of business in 1925 was estimated by EDITOR & PUBLISHER at \$736,000,000, which is doubtless much more than double the revenue of 1914. No statistics of the kind are available for that year, but the lineage figures indicate the truth of the "more than double" statement.

All of this striving for speedy distribution, intensive cultivation of the local field and the suburban trading areas for new circulation, this constant increment in the number of pages of advertising have called for constant new capital expenditures. Returns on capital cannot be delayed without inviting disaster, as many a newspaper owner can testify from his experience of the past seven years, and the publishers who remain to serve their communities are getting their returns from the only available source—the charge paid by the advertiser.

Their product is continually more valuable and more costly to produce and its selling price has increased, but by no means in proportion to the increased cost of production. The newspaper of the present day is organized to pay its expenses by the card rate on a calculated volume of advertising, and its profits come from the excess of advertising over that calculated figure. And usually, the latter figure is the volume of advertising carried last year.

Yet, as was hinted a few paragraphs back, the newspaper today remains the medium which will carry the advertiser's name and attributes wherever he wants them carried and at the lowest possible cost. That fact has been stated so often, backed up by indisputable evidence, that it need not be rehearsed here.

Space-buyers tell of incidents which

(Continued on page 36)

BASIC FACTS FOR THE BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

MORNING PAPERS

Period	Number of Papers	Total Net Paid Circulations	Total Agate Line Circulation	Rate per Line per Million	Difference in Rate per Line per Million Circulation as of June 15, 1926
6/15/26	430	12,791,965	\$37,744	\$2.95
12/31/25	427	12,440,387	33,195	2.66	Increase \$0.29 10.90%
12/31/24	429	12,365,215	33,581	2.71	Increase 0.24 8.85%
12/31/23	426	11,475,071	30,651	2.70	Increase 0.25 9.22%
12/31/22	426	10,809,619	27,529	2.52	Increase 0.43 17.06%
12/31/21	427	10,144,200	25,952	2.59	Increase 0.36 13.89%

EVENING PAPERS

6/15/26	1,560	21,761,975	74,546	3.42
12/31/25	1,581	21,298,982	72,373	3.39	Increase 0.03 0.88%
12/31/24	1,585	20,634,222	68,496	3.32	Increase 0.10 2.92%
12/31/23	1,610	19,978,632	66,667	3.33	Increase 0.09 2.70%
12/31/22	1,607	18,898,322	63,116	3.34	Increase 0.08 2.39%
12/31/21	1,601	18,279,480	60,009	3.29	Increase 0.13 3.94%

SUNDAY PAPERS

6/15/26	551	24,455,822	56,376	2.30
12/31/25	548	23,354,622	54,243	2.32	Decrease 0.02 0.86%
12/31/24	539	22,219,646	51,098	2.29	Increase 0.01 0.43%
12/31/23	547	21,463,289	48,672	2.27	Increase 0.03 1.32%
12/31/22	546	19,676,725	45,829	2.33	Decrease 0.03 1.28%
12/31/21	545	19,041,413	44,253	2.32	Decrease 0.02 0.86%

(See EDITOR & PUBLISHER ready reckoner on page 4)

A QUICK ESTIMATE CAN BE MADE OF A CAMPAIGN'S COST IN NEWSPAPERS OF ANY OR ALL STATES

Circulations and Rates of 430 Morning, 1,560 Evening and 551 Sunday Newspapers Given in Detail, Are Summarized by States and Nationally for U. S. and Canada for Use of Buyers and Sellers of Newspaper Space

State	POPULATION 1920 Census	Number of English Language Daily Newspapers			Total Net Paid Circulation			Joint Minimum Advertising Rates			NUMBER SUNDAY PAPERS	TOTAL SUNDAY CIR'N	SUNDAY ADV. RATE
		MORN.	EVE.	TOTAL	MORNING	EVENING	TOTAL	MORN.	EVENING	TOTAL			
Alabama	2,348,174	3	20	23	71,391	210,008	281,399	\$.23	\$.893	\$1.123	9	218,561	.651
Arizona	334,162	7	8	15	40,333	30,982	71,315	.275	.289	.564	8	47,335	.323
Arkansas	1,752,204	6	27	33	76,641	75,021	151,662	.311	.595	.906	7	128,086	.511
California	3,426,861	40	103	143	834,676	1,150,465	1,985,141	3.362	4.453	7.815	43	1,492,946	4.153
Colorado	939,629	8	29	37	47,633	244,694	292,327	.266	1.089	1.355	11	342,025	.781
Connecticut	1,380,631	6	26	32	97,898	314,928	412,826	.350	1.142	1.492	6	177,663	.555
Delaware	223,003	2	2	4	8,509	38,167	46,676	.05	.120	.170	1	13,934	.06
District of Columbia	437,571	3	4	7	118,054	217,876	335,930	.850	.580	1.430	3	305,922	.720
Florida	968,479	24	35	59	228,992	215,721	444,713	1.163	1.382	2.545	32	381,958	1.834
Georgia	2,895,832	5	20	25	131,125	218,708	349,833	.375	1.034	1.409	15	456,515	1.069
Idaho	431,866	5	6	11	30,905	22,442	53,347	.220	.182	.402	6	43,706	.240
Illinois	6,485,280	14	100	114	1,229,127	1,619,656	2,848,783	2.321	4.736	7.057	22	2,522,825	3.576
Indiana	2,930,390	19	91	110	321,493	661,037	982,530	1.020	2.763	3.783	17	401,508	1.090
Iowa	2,404,021	4	42	46	115,094	561,903	676,997	.310	2.029	2.339	10	318,745	.870
Kansas	1,769,257	9	45	54	117,467	241,729	359,196	.434	1.362	1.796	13	219,885	.744
Kentucky	2,416,630	9	21	30	147,174	229,348	376,522	.460	.823	1.283	12	264,130	.670
Louisiana	1,798,509	4	10	14	149,822	163,241	313,123	.370	.538	.908	5	334,317	.650
Maine	768,014	5	6	11	97,427	68,291	165,718	.285	.238	.523	1	33,042	.120
Maryland	1,449,661	5	10	15	198,172	370,010	568,182	.458	.843	1.301	3	370,010	.910
Massachusetts	3,852,356	11	56	67	880,043	1,229,735	2,109,778	1.905	4.145	6.050	11	1,561,326	2.880
Michigan	3,668,412	5	51	56	241,172	1,036,198	1,277,370	.605	2.722	3.327	13	1,036,198	1.965
Minnesota	2,387,125	4	30	34	170,244	574,657	744,901	.363	1.651	2.014	7	571,786	1.180
Mississippi	1,790,618	4	11	15	11,417	56,471	67,888	.105	.360	.465	7	11,417	.260
Missouri	3,404,055	10	55	65	695,378	976,623	1,672,001	1.661	2.460	4.121	16	1,198,461	2.099
Montana	548,889	9	8	17	58,542	31,147	89,689	.310	.238	.548	11	58,542	.505
Nebraska	1,296,372	7	17	24	135,532	263,588	399,120	.351	.922	1.273	8	332,743	.825
Nevada	77,407	3	6	9	6,774	10,249	17,023	.066	.144	.210	3	6,774	.059
New Hampshire	443,083	1	9	10	14,281	42,474	56,755	.055	.220	.275
New Jersey	3,155,900	7	29	36	110,780	586,732	697,512	.401	1.855	2.256	10	189,917	.776
New Mexico	360,350	1	6	7	5,102	17,210	22,312	.05	.187	.237	1	5,102	.04
New York	10,385,227	29	96	125	2,980,960	3,172,003	6,152,963	7.179	9.311	16.490	28	5,030,692	8.677
North Carolina	2,559,123	11	28	39	147,521	135,692	283,213	.551	.826	1.377	16	207,123	.821
North Dakota	646,872	3	9	12	18,794	41,653	60,447	.075	.255	.330	2	25,598	.13
Ohio	5,759,394	23	112	135	476,051	1,992,425	2,468,476	1.391	5.337	6.728	29	1,258,220	3.045
Oklahoma	2,028,283	12	39	51	46,704	254,610	301,314	.551	1.336	1.887	26	289,122	1.332
Oregon	783,389	8	20	28	123,289	254,858	378,147	.400	.902	1.302	10	291,775	.685
Pennsylvania	8,720,017	32	125	157	1,147,833	2,116,402	3,264,235	2.846	6.209	9.055	16	1,725,154	3.370
Rhode Island	604,397	2	8	10	38,689	117,113	155,802	1.82	.557	1.639	3	84,853	.30
South Carolina	1,683,724	6	9	15	71,445	56,026	127,471	.285	.294	.579	8	96,184	.385
South Dakota	636,547	3	12	15	33,696	67,361	101,057	.120	.410	.530	2	26,149	.120
Tennessee	2,337,885	6	15	21	249,901	277,824	527,725	.430	.811	1.241	10	371,875	.95
Texas	4,663,228	20	82	102	313,805	643,484	957,289	1.212	2.896	4.108	47	804,666	2.944
Utah	449,396	1	5	6	42,925	65,498	108,423	.09	.274	.364	4	112,779	.316
Vermont	352,428	2	8	10	24,305	30,614	54,919	.09	.164	.254
Virginia	2,309,187	9	17	26	132,470	181,021	313,491	.401	.715	1.116	10	171,718	.645
Washington	1,356,621	10	23	33	389,020	175,482	564,502	.655	1.425	2.080	11	381,861	1.090
West Virginia	1,463,701	10	20	30	88,634	93,603	182,237	.443	.619	1.062	11	155,458	.595
Wisconsin	2,632,067	2	44	46	68,800	588,366	657,166	.193	2.039	2.232	5	360,428	.705
Wyoming	194,402	1	5	6	5,925	18,629	24,554	.03	.171	.201	3	16,788	.15
Total U. S. English Language Daily Newspapers	105,710,620	430	1560	1990	12,791,965	21,761,975	34,553,940	37.744	74.546	112.290	551	24,455,822	56.376
Territory of Hawaii	255,912	1	2	3	11,074	17,773	28,847	.06	.095	.155	1	17,440	.10
Newspapers as of Oct. 1, 1925		427	1,581	2,008	12,440,387	21,298,982	33,739,369	\$33.195	\$72.373	\$105.568	548	23,354,622	\$54.243
Newspapers as of Apr. 1, 1925		425	1,571	1,996	12,164,806	20,896,604	33,061,320	32.951	71.901	104.852	545	23,078,648	52.175
Newspapers as of Oct. 1, 1924		420	1,585	2,015	12,365,215	20,634,222	32,999,437	33.581	68.496	102.077	539	22,219,646	51.098
Newspapers as of Oct. 1, 1923		426	1,610	2,036	11,475,051	19,978,632	31,453,683	30.651	66.667	97.318	547	21,463,289	48.672
Newspapers as of Oct. 1, 1922		426	1,607	2,033	10,806,055	18,874,273	29,780,328	27.540	63.105	90.645	546	19,712,874	45.829
Newspapers as of Oct. 1, 1921		427	1,601	2,028	10,144,260	18,279,480	28,423,740	25.952	60.099	86.051	545	19,041,413	44.253

READY RECKONER FOR DAILY NEWSPAPERS OF THE DOMINION OF CANADA

Province	POPULATION 1920 Census	Number of English Language Daily Newspapers			Total Net Paid Circulation			Joint Minimum Advertising Rates			NUMBER SUNDAY PAPERS	TOTAL SUNDAY CIR'N	SUNDAY ADV. RATE
		MORN.	EVE.	TOTAL	MORNING	EVENING	TOTAL	MORN.	EVENING	TOTAL			
Alberta	588,454	1	5	6	12,717	72,740	85,457	.055	.255	.310
British Columbia	524,582	4	7	11	27,420	134,910	162,330	.180	.402	.582	3	84,548	.225
Manitoba	610,118	1	4	5	22,097	87,907	110,004	.075	.216	.291
New Brunswick	387,876	2	5	7	22,326	24,995	47,321	.07	.141	.211
Nova Scotia	523,837	3	7	10	32,044	28,462	60,506	.169	.108	.277
Ontario	2,933,662	4	36	40	252,670	522,878	775,548	.585	1.492	2.077	1	186,706	.280
Prince Edward Island	88,615	1	1	2	5,303	3,308	8,611	.030	.020	.050
Quebec	2,361,199	3	12	15	57,036	404,077	461,113	.220	1.005	1.225
Saskatchewan	757,510	3	4	7	24,672	36,474	61,146	.110	.130	.240
	8,775,853	22	81	103	456,285	1,315,753	1,772,038	1.494	3.769	5.263	4	271,254	.505

For explanation and interpretation of this table see pages 3 and 36. All rights reserved. Copyright 1926, by Editor & Publisher Co.

N. D. BECKER ELECTED HEAD OF INTERTYPE

Former President of Hammond Typewriter Company Succeeds H. R. Swartz, Who Becomes Chairman of Board

Neal Dow Becker, lawyer and one-time president of the Hammond Typewriter Company, was this week elected president of the Intertype Corporation,



Neal Dow Becker

New York and Brooklyn, succeeding H. R. Swartz, named chairman of the board of directors.

Mr. Becker has long been a prominent figure in commercial foreign trade and legal circles. Outside his private legal practice he is particularly well known as treasurer and director of the Federated American Chambers of Commerce of the Near East, Inc., an organization promoting American export business in the Near East. He also serves in a like capacity for the School of Foreign Travel, Inc. He has been consul general of Bulgaria in the United States since 1922.

Graduated from Cornell University in 1905, Mr. Becker started to practice law in New York City in 1907. From 1913 to 1924 he was president of the Hammond Typewriter Company. During this period he directed the advertising of this concern. His predecessor had not believed in advertising. Mr. Becker did. He promptly raised an advertising appropriation of less than \$10,000 a year to more than \$100,000 annually. The Hammond firm specializes in export business, and Mr. Becker expects to capitalize on the experience gained as chief executive of this concern in his new association with the Intertype Corporation, already established on an international scale.

"We are planning to make a special drive in foreign countries," Mr. Becker informed EDITOR & PUBLISHER.

Like many another executive, Mr. Becker can call himself a former newspaper man. In the summers of 1904 and 1905 he worked as reporter on the staff of the *Buffalo Courier*. Between the ages of 7 and 14, he also sold papers in a small town outside Buffalo.

Mr. Swartz, the new chairman of Intertype's board, is also president of R. Hoe & Co., printing press manufacturers, and is treasurer of the Advertising Club of New York.

New Jersey Daily Planned

G. Clifford Jones, publisher of the *Weekly Courier*, serving the Oranges and Maplewood in North Jersey, has announced the *Courier* will enter the daily field in the fall. A publishing company capitalized at \$250,000 has been organized, \$200,000 of which is to be issued and the balance held in reserve.

Sedalia Republican Suspends

The *Sedalia* (Mo.) *Republican*, an afternoon newspaper established in July, 1925, has ceased publication. The announcement was made by W. E. Hulbert, business manager. The paper was established by C. B. Heber and Paul Page, formerly of Springfield, Mo. C. B. and Heber Page have returned to the directory publishing business of their father, Charles Page, of Springfield. Paul Page has gone to St. Louis.

NEW TABLOID STARTED IN MONTREAL

Morning World Launched Monday With John H. Roberts, Former Montreal Sun Publisher as President—Leslie M. Roberts M. E.

The *Montreal* (Que.) *Daily World*, a morning tabloid, started publication Monday of this week sponsored by a company headed by John H. Roberts, former publisher of the *Montreal Sun*. Mr. Roberts is president of the publishing company, and Leslie M. Roberts is secretary-treasurer and managing editor.

Howard S. Smith, formerly of the telegraph desk, *Montreal Star*, is assistant managing editor.

The new paper is being served by the Universal Service, *New York Graphic* mat service, *Toronto* (Ont.) *Star* mat and photo service, *Wide World* and International News Reel photo service.

R. Kada, formerly of the University of Illinois, is in charge of the art department. James R. Watson, formerly with the *Montreal Herald*, is city editor.

Charlie Milne, formerly of the *Montreal Star* is sporting editor, and Miss Evangeline K. Roberts, society and women's page editor. Andrew St. Marie, formerly of the *Halifax Herald*, holds the mechanical superintendency. M. Champagne, formerly of *Montreal La Patrie*, is chief accountant.

MANKATO DAILY SUSPENDS

Field Too Small for Two Papers Says Herald Publisher

MANKATO, Minn., June 30.—The *Mankato Evening Herald*, Olive J. Quane publisher, established May 24, suspended tonight.

Announcement of suspension stated that five weeks had convinced the owners that the Mankato field did not warrant a second daily paper. O. J. Quane, founder, formerly was part owner of *St. Peter* (Minn.) *Herald Weekly*, and is well known in Minnesota journalistic circles. The *Herald* was independent in politics.

Fultz Retires from Olympia News

Hollis B. Fultz, for many years editor of the *Olympia* (Wash.) *News*, has sold his interest to Sam L. Crawford, who has been news editor of the paper, and to Frank E. Satterlee, business manager. Incorporation articles of the new company show its name to be the News Publishing Company and its capitalization \$16,000. Fultz, who was a secretary of the late Governor Louis F. Hart, is editing the *State Capitol Review*, political weekly.

New Washington Daily Announced

The *Clarkson* (Wash.) *Evening World* is a new paper scheduled to start July 1. It will have the afternoon report of the Associated Press. Owners and publishers are Leslie R. Kuehl, of Clarkson, and Wallace B. Stainton, of Lewiston, Idaho.

Kansas City Star Bidding Extended

The period for submission of bids for the purchase of the *Kansas City Star* has been extended from June 30 to July 9 by trustees of the William Rockhill Nelson estate. The postponement was made at the request of one bidder.

CLANG! CLANG! HERE COMES "INVALID" REPORTER

FRANK CARSON, executive news editor of the *Chicago Herald & Examiner* worked an ingenious idea last week to bring his reporters to the office through the crush of people and the tangle of traffic at Soldiers Field during the sessions of the Eucharistic Congress.

The writers were literally carried out on stretchers.

An ambulance and crew were borrowed by the *Herald & Examiner* and stationed near the center of activity.

When it was necessary to get news to the office a convenient person in distress needing hospital care was always available. The "patient" was shoved into the daily's ambulance, a reporter hopped aboard, and the vehicle went clanging through the crowds with right of way maintained by traffic policemen.

Deadlines, consequently, held no worry for the *Herald-Examiner* staff.

PERMANENT RECEIVER FOR ELIZABETH TIMES

Joseph E. Stricker Appointed Under \$10,000 Bond—Arthur Brisbane Disclaims Connection With New Jersey Paper

Joseph E. Stricker was appointed permanent receiver on June 29 for the *Elizabeth* (N. J.) *Times*, daily and Sunday paper. His bond was set at \$10,000.

Petition for receivership was filed by the American Steel Chase Company of New York, with a claim of \$2,740 and the American Metals Corporation of Brooklyn, with a claim of \$2,022.

Arthur Brisbane has disclaimed any connection with the papers, it was stated in the petition. Credit had been advanced to the newspaper on the strength of his name, it was said in the petition.

The paper was bought last October by a group of Hearst executives. The *Times*' daily editions were sold in combination with the *New York Evening Journal*, of which Mr. Brisbane is editor, and the Sunday paper was sold with the *New York Sunday American*.

NEW FLORIDA DAILY PLANNED

Miami Beach Beacon, Weekly, to Change Field in November

The *Miami Beach* (Fla.) *Beacon*, established as a weekly newspaper in August, 1925, has been incorporated for \$20,000 and will be issued as a daily in November, Kent Watson, publisher, announced this week.

Incorporators are: Mr. Watson, president; Kasa Sutherland, daughter of the United States Alien Property Custodian, vice-president; Joseph E. Quirk, secretary, and Alton B. Little, treasurer.

The stock in the Beach Beacon Publishing Company, was underwritten by business men of Miami Beach and not offered as a public issue.

The offices of the newspaper will remain temporarily in the Fenway building and, pending the erection of its own printing plant, the newspaper will be printed by the General Printing Company.

Mr. Watson said negotiations are under way for the purchase of part of the machinery used by the defunct *Miami Illustrated Daily Tab*.

Oklahoma Weekly Moves

M. J. Webber has moved the plant of the *Slick* (Okla.) *Times* to Mounds, Okla., and the paper will be known hereafter as the *Mounds Times*.

CRANE NEW PRESIDENT OF N. J. PRESS

Elizabeth Journal Publisher Succeeds Robertson — Libel Survey Submitted—Ede to Teach Journalism Classes

Frederick L. Crane, publisher of the *Elizabeth* (N. J.) *Journal*, was elected president of the New Jersey Press Association at the seventieth annual meeting held at Lake Minnewaska, N. Y., June 26, succeeding F. A. Robertson, of the *Washington* (N. J.) *Star*.

Other officers chosen were: Edmund H. Carpenter, *Woodbury Democrat*, vice-president; John W. Clift, *Summit Herald*, secretary, and W. B. R. Mason, *Bound Brook Chronicle*, treasurer.

The following were chosen members of the executive committee: William B. Bryant, *Paterson Press-Guardian*; William A. Haffert, *Sea Isle City Times*; E. V. Savidge, *Hopewell Herald*; D. H. Moreau, *Flemington Democrat*; Rudolph E. Lent, *Passaic Daily News*; Guion P. Wilson, *Long Branch Record*, and F. A. Robertson, *Washington Star*.

An associate membership was accorded W. F. Oakley, American Press Association, New York.

Guion P. Wilson, *Long Branch Record*, reported as chairman of the committee on libel laws of New Jersey, submitting drafts of three bills suggested for adoption by the legislature. The report was referred to the executive committee.

Carl R. Woodward, of Rutgers, announced the date of the fall newspaper institute as October 4 and 5.

P. C. Foster, of the *Elmer Times*, urged action on the practice of placing unaddressed third class mail matter in letter boxes. This was referred to the executive committee. Similar action was taken on the matter of government printed return cards. The association's protest on this practice will be sent to the National Editorial Association.

R. E. Lent, chairman of the committee of the Association on the School of Journalism at Rutgers University and former president of the Association, reported that the legislature had increased its appropriation for carrying on the work of the school. This enables the employment of an assistant professor on full time as co-worker with Professor Allen Sinclair Will for the coming year. Associated Press printers will be installed in the class room.

It was announced that Hubert R. Ede, city editor of the *Newark Evening News*, had accepted the associate professorship. He will start work in the fall and will retire from the city editorship of the *News*, but will continue his association in an editorial capacity. Mr. Ede has been on the editorial staff of the *News* for 12 years, and has been city editor since 1922. Lloyd M. Felmly, State editor, has been appointed Ede's successor. Felmly's successor as State editor is Joseph T. Scarry, who has been assistant State editor.

The Association renewed its appropriation of \$100 for a scholarship in journalism, to be awarded to the most deserving student of the course during the next school year.

All of the young men graduates of this year's class in journalism have obtained employment in New Jersey newspapers. It was announced.

New Press Foreman for N. Y. Post

Joseph Oswald, formerly with the *New York Herald-Tribune*, has been appointed foreman of the *New York Evening Post's* pressroom, succeeding Frank Sullivan.

JESSE H. JONES PURCHASES HOUSTON CHRONICLE

Retirement of Marcellus E. Foster, Founder and Editor for Quarter of a Century—No Change in Policy Or Personnel Except Promotion of Executives

FOLLOWING the announcement of the sale of Marcellus E. Foster's interest in *Houston (Tex.) Chronicle*, founded by him 25 years ago, to Jesse H. Jones, already a leading stockholder and director of the publishing company, notice was given that there would be no change in the policies or personnel except that men in responsible positions would be promoted.

Mr. Jones succeeded Mr. Foster as president of the *Houston Chronicle Publishing Company*. Mr. Foster announced his retirement from active newspaper work, except that he would continue his column signed "Mefo" on a permanent basis in the *Chronicle*. He left with his family this week for Los Angeles and told friends that he expected to travel, study, write and rest, but would retain his home and private real estate investments in Houston.

C. B. Gillespie, who has been managing editor and an official of the company, has now become the active head of the paper as vice-president and editor and will share with Mr. Jones direct control of the *Chronicle's* policies. G. J. Palmer became vice-president and general manager. George W. Cottingham was promoted to the managing editorship.

In his statement announcing promotions Mr. Jones pointed out that Mr. Gillespie has been associated with the *Chronicle* since its first edition 25 years ago, starting as city editor, and is now, from point of years in service, the dean of Texas managing editors. "He will be assisted," the statement continued, "by George W. Cottingham (news editor for four years), promoted to managing editor, and by a large editorial staff, who for the most part have been with the *Chronicle* for many years. These include: M. E. Walter, city editor; William C. Repass, news; C. D. Waide, feature; F. S. Willbur and A. B. Foster, oil and art gravure; L. C. Talmage, commercial; W. K. Dunlap and Kenneth Todd, sports and radio; Mrs. Belle M. Costello, society; Miss Ellen D. MacCorquodale, music, and Paul Wakefield, amusements and special assignments.

"Mr. Palmer has had long years of experience as a newspaper executive, and will be assisted by Steve Kelton, for almost a decade manager of national advertising, and G. L. Mims, in charge of auditing and finance."

Other important members of the *Chronicle* staff include: E. C. White, circulation manager; H. A. McCelvey, manager of local advertising; Jake Butler, manager of classified advertising; Fred Fox, secretary; Walter B. Nail, Sr., superintendent of the mechanical department; Walter S. Lang, superintendent of the mailing room; Turner Pope, foreman of the press room; John R. Loughridge, foreman of the stereotyping department, and James H. Gibson, manager of engraving and art gravure department.

"I regard the publication of a newspaper," Mr. Jones said further in his statement, "as a distinct public trust and one not to be treated lightly or abused for selfish purposes or to gratify selfish whims. A great daily newspaper can remain a power for good only so long as it is uninfluenced by unworthy motives and unbought by the desire for gain.

"A newspaper that can neither be bought nor bullied is the greatest asset of a city or state. . . .

"The success or failure of a particular issue is of little consequence compared with the all-important principle of a fearless and honest newspaper. This I intend the *Chronicle* shall always be."

Jesse H. Jones, given the title of "city builder" by his Houston friends, owns a score of down-town buildings and is a director or official of numerous business institutions. His interests also include New York realty. During the last presi-

dential campaign he was chairman of the national finance committee of the Democratic party. Several months ago he was chosen as director-general of the Texas Centennial Exposition and has announced he will devote much time and attention in behalf of the success of this project. In 1917, during the war, he became director-general of military relief work of

him by presenting him with an oil painting of himself seated at his office desk.

In a subsequent editorial addressed to the readers of the *Chronicle* Mr. Foster said, in part:

"You and I have had many talks together for the past 24 years. I began visiting some of you when I was just thirty and you were in your 'teens. Some

"After today I am merely a free lance writer. What I say in my column will be my own thoughts. As usual, I will not expect you always to agree. I love you just as much when you write me a scolding letter as I do when you send those kind flattering words. . . . Dear reader, I thank you for what you have done for me and *The Chronicle*.

"You old men shall dream dreams; you young men shall see visions."

"I will dream of the past, and I pray and trust that those who succeed me will have that vision which has ever been before me.

"That vision is you—the reader.

"My companion, my guide, mine own familiar friend—I bid you farewell."



Jesse H. Jones



Marcellus E. Foster

the American Red Cross, and in 1918, by appointment of President Wilson, he was made member of the Red Cross War Council, going abroad with the late Henry P. Davison to assist in organizing the League of Red Cross Societies of the World. Mr. Jones was born in 1874 in Robertson County, Tenn., and began his Texas career in the lumber business, later branching into investment banking.

Marcellus Elliott Foster, who was born Nov. 29, 1870, at Pembroke, Ky., began his newspaper work with the *Huntsville (Tex.) Item*. From there he graduated to the old *Houston Post*, under Col. R. M. Johnston, where he rose from the position of reporter to managing editor. In 1901 he left the *Post* to establish the *Chronicle*, which started as a four-page, six-day-a-week daily with about 6,000 circulation. During the 25 years he headed the *Chronicle* the paper grew to a circulation of more than 75,000 daily and over 85,000 Sundays.

For the past seven years Mr. Foster has, under the pen name of "Mefo," contributed a daily column to the *Chronicle*. He threw the weight of the *Chronicle's* influence into a fight against the Ku Klux Klan, that paper being looked on as an outstanding opponent of the hooded order in the Southwest. Mr. Foster has served as a regent of the University of Texas, his alma mater.

Public announcement of the sale of Mr. Foster's stock to Mr. Jones was made in a first page spread in the *Chronicle* last Friday evening. For weeks this change had been rumored and was often denied. Mr. Jones' statement of the future plans and policies was published in the editorial columns, together with editorial appreciations of Mr. Foster's professional career by members of his staff.

On Sunday Mr. Foster published in a three-column editorial a remarkable statement concerning his own mixed emotions of unhappiness at parting and happiness to be relieved of responsibility and paid tribute to his associates. He recounted the services and virtues of his companions, naming the heads of departments and many men and women workers in the ranks of the big newspaper organization. The staff surprised

of you started with our first little group of a few thousand souls. We have added to our family daily and yearly until now there are 77,000 assembled every afternoon, and on Sundays we have a great feast with 90,000 seated around the table. . . . During all these years you and I have either agreed or disagreed. You know that I have dictated the policies of the paper and you have held me responsible. When you didn't like what I said you wrote me about it; if you disagreed very seriously you wrote those awe-inspiring words, 'Stop my paper.'

"That's the privilege you people out there have—you who read *The Chronicle*—that right is yours. You vote on your paper each day. That makes this the most precarious business in the world. One may build a paper until it is a great pulsating power, with vast machinery and a staff of many brainy men, but no one can insure that paper's life. All the money in the world can not guarantee it. You can not BUY readers.

"Newspapers come and they go. They are here today—proud and boastful—and tomorrow they are slowly sinking wrecks, deserted by crew and passengers. "Let the public get the impression that a great newspaper is run only for personal gain or power—and not for the good of the public—and its patronage soon begins to wane. Let the breath of scandal—some authentic report of the paper being debauched or bribed—reach the public ear, and the assets of that publication quickly dwindle.

"The *Chronicle* has grown and prospered because you had confidence in us. You felt that your trust was not misplaced. And that is what has been of more value to me than all financial success—the fact that you, the reader, had FAITH.

"Now that I am giving up the active management, I hope you will continue to have faith. The paper is passing into competent hands. In another column I have tried to tell you something of those men who have worked for me and you.

"I will not be here to guide them, but I believe they will maintain those ideals I have fostered. God help them if they do not—for I will not—I can not.

NEW FT. SMITH DAILY LAUNCHED JULY 1

Company Capitalized at \$100,000 Publishing Evening Journal—C. E. Palmer, Former Texarkana Publisher Heads Group

(By Telegraph to EDITOR & PUBLISHER)

FT. SMITH, Ark., July 1.—The Fort Smith Journal Publishing Company, capitalized at \$100,000, began publication of an afternoon newspaper, the *Fort Smith Journal* today.

The incorporators are C. E. Palmer, A. L. Hendricks, Rudolph Ney, Hugh Lathrop, I. H. Nakidemen, James A. Folts, A. B. McColm, C. H. Harding, Charles F. Holt, Fred Browne and Ben B. Johnston.

C. E. Palmer, who was formerly owner of the *Texarkana Four States Press* and *Texarkana Journal*, is president of the Company, and the directors consist of those named as incorporators. Dr. Charles S. Holt is vice-president, Hugh Lathrop, secretary and Arthur B. McColm, treasurer. Lathrop and McColm are from Texarkana, where they were formerly associated with Palmer.

More than 87 Leading Fort Smith business and professional men are stockholders in the Company.

A large two-story brick building containing 14,000 square feet of floor space and located in the central business district, has been leased for ten years and fitted up into a modern newspaper office.

Five Intertypes are being installed. A 28-page Hoe unit press with color cylinders has been ordered and delivery promised Aug. 1. In the meantime the paper will be printed on an 8-page Cox duplex.

Virgil Tomlin, long identified with the newspapers of Fort Smith, will be associate editor, and J. Ed Howe, former city editor of the *Texarkana Journal*, will have the same post on the Fort Smith paper.

Harry Cross Joins Herald Tribune

Harry W. Cross, who has been writing sports for the *New York Times*, joined the sporting staff of the *New York Herald Tribune*, June 28. Cross is a Harvard graduate, class of 1905, and worked first on the *Waterbury (Conn.) American* as a general reporter. In 1909 he went to the *New York Times* as a sports writer and worked there for 11 years. Then he became sports editor of the *New York Evening Post* for 4 years, and went back to the *Times* two years ago, where he has been covering the Giants.

Colorado Editors Meet July 23-25

One hundred and fifty editors of Colorado are expected to convene at Alamosa, July 23-25 for the annual meeting of the Colorado Editorial Association.

NEWSPRINT STOCKS LOW, PALMER TELLS PENNSYLVANIA PUBLISHERS

A. N. P. A. Executive Also Discusses Free Space Evil at State College Meet—Headquarters Moved to Williamsport—Golf Tournament a Feature

(By Telegraph to Editor & Publisher)

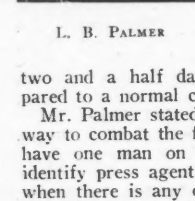
STATE COLLEGE, Pa., June 29.—More than 100 Pennsylvania editors and publishers tonight closed a two-day summer outing meeting of the Pennsylvania Publishers Association, held at Pennsylvania State College here. It was the first summer gathering since the new organization replaced the three Associations that formerly held sway in Keystone newspaper circles.



JOHN L. STEWART

The outing was an immense success, both from the standpoint of the program arranged by Manager Albert W. Fell, of Williamsport, and in the scenic and recreational facilities offered in the Nittany Valley in central Pennsylvania's mountains.

Attention of newspapers generally to the amount of newsprint on hand was called by L. B. Palmer, A. N. P. A. manager, during the business sessions. The amount of publishers' stocks of newsprint on hand at the end of May was only a 26 days' supply, he said, compared to 28 days a month earlier and 34 days for May of last year. The supply in the mills at the end of May was only two and a half days' production, compared to a normal condition of five days.



L. B. PALMER

Mr. Palmer stated that he felt the best way to combat the free space evil was to have one man on the staff trained to identify press agent material at a glance when there is any question about it.

An important action taken at the convention was the removal of headquarters of the Association from Harrisburg to Williamsport, Dietrich Lamade of the *Williamsport Grit* was named delegate of the Association to the Press Congress of the World to be held in Geneva-Lausanne, Switzerland, in September.

Meetings opened Monday morning, daily and weekly publishers gathering separately for discussion of mechanical and business problems. A tour of the college campus and farms came in the afternoon following a meeting of Associated Press members at luncheon, addressed by Edward McKernon, Eastern division superintendent, New York.

Eric C. Hopwood, editor of the *Cleveland Plain Dealer*, and president, American Society of Newspaper Editors, was the principal speaker at the banquet Monday evening. He talked on "Building News" and defined news as "any marked departure from ordinary social routine." In discussing selection of news he said that in a one week survey he found that government affairs are featured on first pages more than double the amount for any other class of news.

Dean C. W. Stoddard, of the College Administrative Committee, told of the college service to the state. Ross Kellogg, of the Empire State School of Printing was unable to attend and his place on the banquet program was filled by Mr. McKernon who told how newspapers are molding civilization with the increased efficiency of gathering and disseminating news.

"Laying down nothing but cold facts without biased comment by newspapers is compelling readers to think for themselves," declared the A. P. executive. Jason Rogers, publisher of *Advertisers Weekly*, was unable to attend the meetings to give two scheduled talks.

From the start of the meeting high interest was shown in the annual golf championship tournament and the awarding of the "Paste Pot Trophy" offered each year to the winner by the *Philadelphia Bulletin*.

A score of golfers enrolled for the tournament Tuesday afternoon. It was won by Frederick A. Godcharles, former publisher of the *Milton Miltonian*, who retains the trophy for a year. W. T. Winsor, present publisher of the *Miltonian*, was runner-up with second low net score, winning a golf bag offered by the Mergenthaler Linotype Company. H. M. Turner, *Towanda Review*, had the second low gross score, winning cigaret case donated by John L. Stewart, president of the Association and publisher of the *Washington (Pa.) Observer*. Claude G. Aikens, *State College Times*, has second low gross score and won golf balls given by Dietrich Lamade. George E. Graff, *Williamsport Sun*, previous holder of the cup, had the most par holes in scores above 100, winning golf balls donated by L. B. Palmer, manager of the American Newspaper Publishers Association for making the highest score, Dietrich Lamade, *Williamsport Grit*, won cigars offered by Paul Eyerly, of the *Bloomsburg Press*. Mr. Graff was host at luncheon for members preceding the tournament.

More than half of the visitors made a midnight visit to the Bellefonte Night Airplane Landing Field and saw Aviator Smith make his landing and get away under powerful flood-lights. There were many other side trips and attractions enjoyed by the publishers. Many brought their wives and children, the groups being housed in two new dormitories at the College. Meetings and the banquet and golf tournament were held at the

Centre Hills Country Club on the outskirts of the town.

Following is a list of those attending the convention:

- John L. Stewart, *Washington Observer*, president of the Association.
- A. W. Fell, Williamsport association, manager.
- Mr. and Mrs. J. H. Reiting, Associated Press, Philadelphia.
- Mr. and Mrs. Eben A. Ayers, Associated Press, Harrisburg.
- Edward McKernon, Eastern division superintendent, Associated Press, New York.
- Howard L. Christman, *Washington Observer*.
- James H. March, *Beaver Falls Tribune*.
- E. L. Freeland, *Beaver Daily Times*.
- C. L. Shuck, Monessen.
- Ernest G. Smith, *Wilkes-Barre Times-Leader*.
- Mr. and Mrs. H. B. Heywood, and Irving Heywood, *Conshohocken Recorder*.
- Mr. and Mrs. R. A. Walker, *Saltsburg Press*.
- Mr. and Mrs. R. H. Harris, *Tamaqua Evening Courier*.
- Mr. and Mrs. William G. Hower, *Bryn Mawr Home News*.
- Ed C. Lowrey, *Warren Tribune*.
- Mr. and Mrs. E. T. Stevenson, Mrs. H. C. Gillespie, *Titusville Herald*.
- E. Arthur Sweeney, Miss Sweeney and Mrs. R. W. Herbert, Greensburg.
- Mr. and Mrs. Frank H. Cook, *Sayre Evening Times*.
- Mr. and Mrs. A. C. Dickinson, Mr. and Mrs. William L. Aiken, *Sharon News Telegraph*.
- Mr. and Mrs. Paul R. Eyerly, *Bloomsburg Morning Press*.
- Mr. and Mrs. C. A. Kniss, *Millinburg Telegraph*.
- Charles Lindig, *Millinburg Telegraph*.
- Mr. and Mrs. N. B. Wamsler, Miss Kulp, Edward Yerger, *Norristown Times Herald*.
- Mr. and Mrs. A. W. Michener, *Harrisburg Telegraph*.
- Mr. and Mrs. Charles S. Yeager, Miss Yeager, Mr. Arthur M. Yeager, *Ephrata Review*.
- George J. Campbell, *Pittsburgh Legal Journal*.
- Mr. and Mrs. Dietrick Lamade, *Williamsport Grit*.
- Eric C. Hopwood, *Cleveland Plain Dealer*.
- George E. Graff, *Williamsport Sun*.
- Walter H. Savory, Mergenthaler Linotype Company, New York.
- W. R. Lynett and E. J. Lynett, *Scranton Times*.
- Howard Reynolds and Mr. J. Horace Reynolds, *Quarryville Sun*.
- Hawley Quier and Robert M. Zeller, *Reading Eagle*.
- H. W. Young and E. B. Williamson, *York Dispatch*.
- I. Z. Buckwalter and A. E. McCollough, *Lancaster Intelligencer, News Journal and Sunday News*.
- W. D. Fish, *Potter Enterprise, Coudersport*.
- G. J. Robbins, Coudersport.
- Thomas J. Finn and H. M. Turner, *Towanda Daily Review*.
- A. W. McDowell, W. C. McDowell and W. B. Ramsay, *Sharon Herald*.
- John R. Dershuck and Henry Walser, *Hazleton Plain Speaker and Standard Sentinel*.
- Fleud Chalfont and Paul M. Yost, *Waynesboro Record Herald*.
- Albert Stirling and Don Roseman, Pittsburgh, Intertype Corporation.
- L. B. Palmer, New York.
- W. G. Naylor, NEA Service, Inc., Cleveland.
- Mr. and Mrs. B. A. Caparell, King Features, New York.
- D. W. Smyth and D. A. Brown, Scott Paper Company, Plainfield, N. J.
- Mr. and Mrs. E. J. Stackpole, *Harrisburg Telegraph*.
- Lewis Dewart, J. S. McCombs, *Sunbury Daily*.
- F. A. Kimball, New York.
- Mr. and Mrs. M. E. Rank, Barnesboro.
- Franklin Moore, Harrisburg.
- George J. Fisher, *Harrisburg Telegraph*.
- John C. Dye, *Norristown Times-Herald*.
- Carl Sorout, *Harrisburg Patriot*.
- G. J. Robbins, *Whiterville (N. Y.) News*.

- Mrs. H. B. Heywood, *Jenkintown Times-Chronicle*.
- Frederick A. Kimball, New York City.
- Ross M. Blair, *Pittsburgh Legal Journal*.
- Frederick A. Godcharles, Milton.
- F. G. Hastings and P. G. Hastings, *Milton Evening Standard*.
- R. J. Kennard, *State College Times*.

ADVERTISING STAFF MEETS

Chicago Tribune Executives Guests of Col. McCormick on Outing

A general convention of all Chicago Tribune advertising departments was held in Chicago, June 28-30, with E. W. Parsons, advertising manager, presiding. Members of the eastern division under J. J. Evans Hessey, and western representatives under N. L. Lucius, manager of the eastern division of the Pacific Coast division, were present.



E. W. PARSONS

One day was devoted to national advertising. Speakers for the three-day meeting were: W. E. Macfarlane, manager, classified advertising department; Dan McMahon, manager, national advertising; Will Donohue, manager, local advertising; Ben McCanna, manager business survey; Clyde Benham, manager automobile advertising, and Fred Shafer, manager of copy and art departments.

On Wednesday the business of the convention closed at noon, and in the afternoon the men were the guests of Col. R. R. McCormick for their annual outing at Cantigny Farm, near Wheaton, Ill.

Hanway A. P. Advisory Member

J. M. Hanway, publisher of the *Casper (Wyo.) Tribune and Herald*, was named recently as the Wyoming member of the Association Press advisory board, Rocky Mountain division. John C. Fleming, managing editor of the *Cheyenne Tribune-Leader*, was elected chairman of the Wyoming association.

Old Tax Charge Dismissed

Charges of failure to account for federal taxes due on membership fees of the Chicago Press Club, lodged several years ago against Clyde W. Morrison, then president, Tomo Thompson, and L. F. Miller, were dismissed by District Attorney Edwin A. Olson, June 29, in Chicago.

Million to Sell Florida Fruit

It is now announced that the proposal before the Florida citrus growers association is to invest \$1,000,000 in advertising.



Pennsylvania publishers and their wives photographed before the Centre Hills Country Club during their summer business meeting and outing Monday and Tuesday at State College, Pa.

TRACTION INTERESTS AWAKEN TO ADVERTISING

Newspaper Space Now Looks Good to Trolley and Bus Concerns—\$4,500,000 Being Spent on Promotion This Year—\$10,000,000 Predicted Within Five Years

By PHILIP SCHUYLER

FOR many years the great traction giant lay sound asleep to advertising, quite comfortable on the feather bed of monopoly. Five years ago it began to open its eyes and stretch. Competition was the alarm clock. Then first thoughts of the awakening giant were of advertising.

In 1921, not a dozen electric railways of the country were advertising consistently. Today nearly 400 companies are using many kinds of advertising, investing \$4,500,000 annually on promotion.

that have been used successfully by traction companies in various parts of the country, meeting a universal demand for advertising ideas.

"Traction companies are today transportation merchants," Mr. St. Clair said. "They have much to sell, much to tell. The advent of the bus, far from putting the street car out of business, has come as a stimulant to greater effort. Three hundred street car companies are today running busses, supplementing their track lines.

"But the business managers of newspapers have not shown a great deal of ingenuity in suggesting helpful newspaper copy. They have wasted their energies on special editions, rather than sales ideas, as far as traction companies are concerned."

The portfolio the association is sending out to its members will show at least nine different angles for traction advertising.

In the first and obvious place, there is transportation to be merchandised. The feather bed of monopoly has been pulled away, and traction concerns, awake to competition, must dig for passengers and freight. Some companies are now holding bargain sales of tickets.

Other companies are preaching safety in paid space. It has been estimated that four per cent of the gross income of electric railways is eaten up annually by payment of accident damages. The Youngstown (O.), Municipal Railway has found it pays to remind people of danger by copy placed in Youngstown dailies. In a recent advertisement in El Paso, Tex., newspapers the El Paso Electric Company pointed out the dangers attached to kite flying.

"There is danger of serious injury from kite flying, where there are electric wires," this advertisement read. "Kite flying is great fun, but it should be done where there is plenty of room for it. Parents are urged to co-operate with us by warning their boys and girls to avoid flying kites near electric wires."

"Watch Your Step," warns an advertisement placed in a Syracuse paper by the New York State Railways. The text pointed out the danger of slipping when stepping from a street car, when crossing a street, when boarding a car. "Protect yourself," the copy concluded. "You can do away with a great deal of 'chance' if you 'watch your step.'"

"Lose a Minute and Save a Lifetime" is the slogan of the Youngstown Municipal Railway, used in the safety campaign mentioned above. Five commandments were stressed in the newspaper advertisements:

"Cross streets only at street intersections. Look both ways before crossing a street; look out for approaching automobiles and street cars before stepping off a curb, look behind before turning your machine or wagon upon the car tracks; and safeguard the children and teach them to be safe."

All simple reminders, but necessary, and constantly in need of repetition. What traction companies term "the parking evil" is also being attacked in the advertising columns of newspapers.

Main streets, the traction companies contend, are being blocked for through traffic by parked cars. The congested condition resulting is dangerous to human lives. A thorough advertising campaign against this "evil," was conducted by the Northern Texas Traction Company, using newspaper space. It did not talk generalities. A reporter was sent by the company to various congested districts of Fort Worth, and what he found was told in paid copy.

The text of one advertisement in the series explains the system probably applicable in many another city. It reads:

"Parking around the First Baptist Church of Fort Worth on Sunday is becoming an alarming problem—and a most difficult and tiresome task. When you get ready to go to church or Sunday school on either this coming or some future Sunday morning, think of the many tiresome parking experiences you have had—and then—remember that you don't have to park your street cars."

An advertisement used by the El Paso

panied by a series of advertisements in matric form. Three states and 50 cities have been granted relief from the paving tax, but it is common elsewhere to tax traction companies to pay for paving between the rails and two feet on each side. Where relief was granted advertising was responsible. The association contends that the tax dates back to horse car days when cedar blocks between the rails were worn away by the horses. The series of newspaper advertisements planned to combat this tax are built around the slogan "The Damage Died with Dobbin."

Intelligent financial statements published in newspapers as advertisements have proved beneficial to some trolley companies. The effort is being made to eliminate technical terms, to tell the financial story, for instance, in terms of car riders.

Another advertising trend in the traction field is the use of paid space in obtaining franchises. Twenty years ago franchises were obtained by dark political intrigue. Now advertising campaigns are conducted in newspapers to sell the franchise to the people.

While some traction companies are hammering the bus lines in their copy, others are assimilating bus lines and are running supplemental advertising campaigns to boost both transportation units. And while editors in many sections of the country are calling for a five-cent fare, consistent advertising has made a variable charge possible.

"Results paying a high tribute to the power of advertising," Mr. Storrs has said. "When our industry began telling its story to the public, one-sixth of its local mileage was in bankruptcy and the rest was headed for a crash."

"Today practically every large property has emerged from receivership. The nickel fare, or any fixed fare appears to have been shaken off for all time."

"Nor is the monetary result the only one from this publicity. It was quickly realized that advertising is wasted unless service goes with it, and as a result, service has greatly improved."

THOMPSON GOLF WINNER

Pittsburgh Man With Low Gross of 82 in I. A. A. Meet

Robert Thompson, of Pittsburgh, led the field in the annual convention golf tournament of the International Advertising Association over the Manufacturers Club course, Philadelphia, Friday, June 25. Representing the Pittsburgh Advertising Club he shot a low gross of 82 and won a silver bowl donated by Cyrus H. K. Curtis.

Harry Donahue, of the Poor Richard Club, won a silver plaque donated by E. T. Stotesbury with a low net of 79, and Ray Neill and John C. Martin, both of the Poor Richard Club, tied for second place with low nets of 77 each, the prize for which was a silver pitcher donated by Rodman Wanamaker.

J. B. Mackenzie, of the Poor Richard Club, was chairman of the committee in charge of the tournament.

Bimba Appeal Up in October

The appeal case of Anthony Bimba, the Brooklyn, N. Y., editor, charged with blasphemy in an address at Brockton, Mass., will come up at the October term of superior court in that city.

Muskogee Press Sold

Properties of the Eastern Oklahoma Publishing Company, publisher of the Muskogee (Okla.) Press, afternoon newspaper, have been sold to Ben B. Wheeler for \$20,100. Wheeler announced that publication of the daily will continue under the same name.

WAS YOUR AUTOMOBILE ON YOUR MIND TODAY?

What becomes of your automobile when you are in your office all day?

It stands unprotected in all weathers. The sun blisters the top and rots the tires. The rain ruins the leather.

It is covered with dust and grit. Thieves may steal everything that is not firmly riveted to the frame.

Can you give your whole attention to your business when your automobile is on your mind during every business hour?

USE THE STREET CAR FOR BUSINESS—SAVE THE AUTOMOBILE FOR PLEASURE.

Cut out the wear and tear on your Car, your Mind and your Nerves. Relax after the business of the day is over.

Take the trolley to and from your work—and take your family for a pleasure ride in your auto.

USE THE STREET CAR FOR BUSINESS—SAVE THE AUTOMOBILE FOR PLEASURE.

"Hide the street car and save the difference."

The Northern Ohio Traction and Light Co.

Trolley companies contend the automobile is for pleasure and the street car for business and are endeavoring to impress this point by use of paid newspaper space as shown above.

Electric Railway Company capitalized on the time frequently wasted by motorists, who drive "all over town trying to find a place to park." The copy argued that if the auto was only being used for transportation to and from business, the owner could save time and money by riding the trolley.

"Boost the community and the community will boost you" is the attitude that has been taken by other wide-awake traction companies and money is being spent to advertise various sections, the development of which will aid the trolley line.

"Street Cars Build Homes," was the headline of a newspaper advertisement run by the Southern Ohio Public Service Company.

"Adequate, progressive economical street car service is the thing your community must have for social and industrial growth," is the essence of the message conveyed.

Then electric railways are being urged to tell their communities about their personnel. Conductors and motormen are being considered more and more as the salesmen of the line. Telling about these employees, their training, and the service they are instructed to give, is thought to be one way to sell the traction company to the people through advertising.

The majority of trolley lines throughout the country are fighting the paving tax, and the suggestion recently went out from the headquarters office of the American Electric Railway Association that newspaper advertising be used as a weapon. The suggestion was accom-

Some Things You Would Like To Know About Your Transportation System



108 Cars Ready to Serve You

Your cars are at your service at all times, notwithstanding the fact that there are periods during the day and evening when this number could be reduced and schedules extended at a considerable saving in operating expenses were not your welfare and convenience taken into consideration.

But it's your Transportation System and such being the case, uniform schedules are maintained and cars are kept passing to and fro so that they may be at your service when you may want them.

The men who operate your Transportation System realize that community welfare depends in a very large measure upon the service which its Transportation System renders, for it is essential to the growth and prosperity of the community.

ERIC RAILWAYS CO.
ERIC COACH CO.

Your Transportation System

The public is kept informed about its electric transportation system by a series of newspaper advertisements placed by the Eric Railways Company and the Eric Coach Company.

A yearly appropriation of \$10,000,000 within five years is the present prediction.

"The present appropriation isn't enough," Labert St. Clair, director of advertising of the American Electric Railway Association, said this week. "We are urging all members of our association to do more advertising, to go beyond their own media—car cards—and to purchase space in newspapers."

"In many sections of the country, newspapers are already being used. Traction executives are eager to learn about advertising. What they want are concrete suggestions."

Here surely is a field for local advertising solicitors and also for advertising agencies.

Today the American Electric Railway Association complains that the business department of a newspaper "only calls on the local traction company to sell them space in a special edition or on an industrial page." They rarely bring them constructive merchandising ideas. And the agencies, it is claimed, haven't delved deeply enough into local traction problems.

"They have generally failed to go to the bottom of the matter and work out a regular program," Mr. St. Clair stated.

Lucius S. Storrs, managing director of the American Railway Association, is a strong believer in advertising. His association is doing all it can to make members advertise. The local contact is needed, however.

Within a month the association will send out to a list of about 800 electric railway companies a large portfolio reproducing hundreds of advertisements

HOW LIBEL LAW PUNISHES CARELESSNESS

Punitive Damages May Be Awarded in Some States for Inadvertent Errors Introduced as Evidences of Malice—Theory Is to Warn Publishers Never to Offend Again

By PHILIP SCHUYLER

Publishers in states where the libel law and its interpretation by the courts permits assessment of heavy punitive damages in cases of slight error are in constant peril of paying out huge sums for small mistakes, difficult to avoid in the rapid sweep of the news.

Harold Cross, member of the New York bar, and secretary of the New York Herald Tribune, this week explains the law of his state in this regard, in the 16th article of a series stripping the libel law of legal verbiage.

EDITOR & PUBLISHER is seeking information regarding punitive damages in other states, and would appreciate the co-operation of its readers in forwarding data to the writer of this series.

CARELESSNESS is a crime, anyone will admit; and newspaper men have more reason to be careful than many. It is always fair, on the other hand, to make the punishment suit the crime, and the penalty for inadvertent newspaper carelessness seems in many an instance to be too severe and unjust.

New York libel law is probably more harsh in regard to carelessness than that of most other states. Newspapers in many states, in fact, have already obtained legislative relief from heavy punitive damages, except where there is real malice. In others, as in New York, publishers stand in constant peril of punishment, in addition to liability for compensatory and special damages, for what is frequently mere inadvertent error.

Typographical errors, misspelling, cases of mistaken identity, slips in make-up, slight exaggeration and over-play are frequently classed by courts as evidences of wanton carelessness and therefore subject to punishment without limit.

The situation as it exists in New York and in those states where reform has not yet been accomplished by legislative enactment was described for the writer by Harold Cross, member of the New York firm of Sackett, Chapman, Brown and Cross, attorneys for the *New York Herald Tribune*. Mr. Cross is secretary of the *Herald Tribune*, and is also a lecturer on libel law at the Pulitzer School of Journalism, Columbia University, New York.

"At the present time in New York," Mr. Cross explained, "a jury may award punitive damages, in addition to and as distinguished from compensatory damages, if it finds that there was actual malice in the libellous publication. The courts have defined actual malice to mean either personal ill will (which may be evidenced by proof of the existence of spite, or by the severe character of the publication) or such gross carelessness as is equivalent to wanton disregard of the plaintiff's rights."

"Stated in that form the rule does not appear unnecessarily harsh, but as a matter of fact, the courts allow evidence of any carelessness, however slight, to go to the jury on the issue of actual malice."

"The result is that in practically every case, in practically every libel suit, newspaper publishers are subjected to the peril of an award of punitive damages."

"The theory behind the law of punitive damages is that a publisher should be punished for actual malice as a warning never to offend again. Is that just where there has been mere negligence without wanton recklessness?"

"There is no limit to the amount of punitive damages that may be awarded by a jury. For example, in a recent case a jury awarded \$75,000 as punitive damages in addition to the amount which the jury thought compensated the plaintiff for his mental anguish and the loss of his reputation."

"We thus have a situation where a publisher may be punished without limit for mere carelessness, besides being required to make good to the plaintiff a sum to cover his loss of reputation."

"The injustice becomes apparent when it is realized that when a publisher is convicted by a jury of criminal libel, the utmost penalty that can be inflicted is fixed by statute. The maximum fine for criminal cases amounts to only a few hundred dollars. In a civil case, where no criminal issue is being litigated, there is absolutely no limitation to the punishment that can be inflicted."

Mr. Cross illustrated his point by citing a case where punitive damages were awarded against the *New York Tribune*.

The *Tribune* published a story of a fist fight sent in to the paper by an out-of-town correspondent. It was published by

another New York newspaper—at the same time. The correspondent's source of information was in error. There had been no fist fight, and a libel suit was brought against the *Tribune*.

"The correspondent had served the *Tribune* for more than 20 years," Mr. Cross declared. "Never before had he been guilty of error or carelessness. Nevertheless, the court charged the jury that it might find actual malice because the newspaper had not communicated before publication with the person libeled, who lived in a distant city."

"It may well be doubted, whether in any other field of human relations it is considered gross carelessness and recklessness to rely on the trustworthiness of an employe who has served more than a score of years without a known or alleged mistake."

"Such injustice has been recognized and corrected by legislative enactment in some states, where the statutes provide in effect that although a plaintiff may recover damages for his loss of reputation and for his pain and suffering and for any actual pecuniary loss if the article was libellous and neither true nor privileged, he cannot recover punitive damages, unless he shows either that the newspaper has been guilty of actual ill will or that he requested a retraction, which the newspaper refused to publish. The proper law, to my mind, is one that leaves libel plaintiffs free to recover their full compensations for loss of reputation, mental anguish and pecuniary loss, but protects the publisher from punishment, except where punishment is actually deserved."

The newspaper machine is a human machine, worked at high speed, and it is well nigh impossible to prevent errors from creeping in, and laws permitting the introduction of mere carelessness as evidence of actual malice are unjust.

Newspapers are generally, and they should be, prompt in correcting errors, but, Mr. Cross pointed out, editors closing the door to one libel by correction or retraction are apt to step into another case, unless they are extremely careful.

"In true journalism it is a proper policy to publish a fair correction of any

inaccurate statement, if it is desired by the person aggrieved, as promptly as practicable after the fact of error has been ascertained," Mr. Cross said. "The policy is applicable in the case of disparaging statements which are not sufficiently severe to be defamatory in a legal sense."

"It is a policy of fair play that makes an appeal and is effective in reducing damages and in rebutting whatever evidence the libel plaintiff may happen to have of what the law terms is 'actual malice.'"

"An explanatory or corrective statement to be most effective in the defense of a libel action should be full and frank, but care should always be taken that it does not contain anything defamatory of others and that it does not assume a legal responsibility that the newspaper did not assume in the original publication."

"For example, the original publication may be the report of one side of a case in a judicial proceeding and therefore privileged. The other party to the controversy might desire reference to his side of the case, and, in ordinary circumstances, is entitled to it; but the publisher should nevertheless take care to have it plainly appear that the statement of his side is explanatory and not in any sense a correction or retraction."

"Thus, suppose the *Herald Tribune* publishes an article saying that an action for fraud has been started by Tom Brown against John Smith. The story sets down the circumstances of the alleged fraud as outlined in some pleading or statement submitted to a court or on which a court has taken judicial action. Smith, the defendant, contends there is no fraud, and asks that reference be made to his side of the controversy."

"The publication of Brown's original statement charging Smith with fraud, although libellous, was privileged. If, in its statement published on the instance of the defendant, the *Herald Tribune* were to assume the truth of Smith's contention of innocence, it might put itself in the position of charging Brown, plaintiff in the fraud suit, with perjury."

"In short, explanatory statements, whether they are mere explanations or corrections or retractions, should, from

the standpoint of defense in libel suits, be freely published in proper cases, but care should be taken that these statements will neither libel others nor embarrass the newspaper if a suit is brought."

The *New York World* has in its Bureau of Accuracy and Fair Play, established in 1913, a highly efficient system of making prompt and fair corrections when they are due.

All complaints of error are immediately turned over to Isaac D. White, director of the bureau, who sees that they are investigated and if the newspaper is wrong that justice is promptly given.

"We have found that it pays to handle all complaints with promptness and precision," Mr. White said to *EDITOR & PUBLISHER*. "In addition to making straightforward and adequate printed corrections when we are at fault, we believe in writing personally a reply to every complainant, enclosing a clipping of the correction and expressing our regret that the error was made."

File after file of complimentary letters in the office of the *New York World's* Bureau of Accuracy and Fair Play testify to the public favor in which this careful system of handling newspaper mistakes is held. The majority of complainants are satisfied with the fair play given by the bureau, and do not carry the error to the courts.

ANNOUNCE NEW PRIZES IN HARVARD AWARDS

Advertising Competition Now Offers Reward for Trade Paper Campaigns and Local Drives in Cities of 100,000—Total \$12,000

Two new prizes of \$2,000 each have been added to the list of the Harvard Advertising Awards, it was announced this week by Dean Wallace B. Donham, of the Harvard Business School. The awards were founded in 1923 by Edward W. Bok.

The new prizes are offered for the best advertising campaign which seeks publicity for industrial products through industrial, trade, or professional journals, or for the best campaign executed locally in cities of 100,000 population or less.

The awards of former years include, a \$2,000 prize for the best national and local campaigns aimed to advertise specific products, a \$2,000 prize for the greatest accomplishment in advertising research toward reducing wasteful expenditure, four prizes of \$1,000 each for individual advertisements and a gold medal for distinguished services to advertising.

A jury to be chosen later will judge the awards on the merits of the planning and execution of the campaigns. The material to be considered for these prizes must be submitted, according to the announcement, before Dec. 31, 1926, and the awards will be made early in January.

Kaltenborn on Wrecked Train

H. V. Kaltenborn, associate editor of the *Brooklyn Eagle* was a passenger on the Cape Cod express, wrecked at Kingston, R. I., June 26, with a loss of three lives. After ascertaining that none of the passengers in his car were injured, he collected details of the wreck, forwarding them to the *Eagle* on arrival at the nearest telegraph station.

Correction

In an advertisement appearing in last week's *EDITOR & PUBLISHER* for the Intertype Corporation it was incorrectly stated that there were 40 instead of 14 Intertypes being used by the *Memphis* (Tenn.) *Commercial Appeal*.

FAREWELL GESTURE OF A SOCIETY EDITOR

Reprinted from F. P. A.'s "Conning Tower," *New York World*, June 22

Here in this cubby-hole, littered with papers,
I've watched the old world at its comical capers,
I've talked on the phone to the socially prominent,
The weak-voiced sisters, the stern and the dominant,
The poor-hut-grand, and the rich-and-lordly,
And elegant ones who conversed quite boredly;
I've cheered my soul with overmuch reading
And heged for pictures in tones most pleading;
Times have been when I've given them blessing
Because they were kind beyond all confessing—
As one at a horse show sees gallant steeds prancing,
So I have observed Society, dancing,
Made notes on flowers, and persons, and dresses,
And left unprinted some obvious caresses.
I have smiled at their airs and ignored their passion,
And shrugged my shoulders, "So this is Fashion!"
And this is the end: I leave to-morrow;
I shall write a book to drown my sorrow!

ELIZABETH MALCOLME DURHAM



The Home Newspaper Sells The Home Purchasing Agent

Detroit News During First Five Months of 1926 Leads In Every Type of Advertising Dependent On the Home

THE DETROIT NEWS has peculiarly been the *home* newspaper since its inception. Fresh, vigorous, clean and independent, it has from the start made itself indispensable to the home, and as a result has led in circulation for more than half a century. Being the home newspaper it was only natural that The News should so conduct its editorial columns as to give the woman of the household, no less than the man, articles and news of special appeal.

Its Women's Pages have thus become the most widely read of any in the Middle West. Hundreds of thousands of letters received annually by the Women's Editor testify to the interest these pages hold. Advertisers were not slow to grasp the significance of so strong an appeal. They know that the woman is directly or indirectly responsible for 90%

of the household purchases. Consequently, they have continued to place more and more of their advertising in the columns of The News.

Listed here are the classes of advertising conceded by all to be those that are dependent on reader interest for results. It will be noted that The Detroit News carries more advertising than both other Detroit papers combined in all but a few classifications and that even in these The News leads.

In total advertising The News likewise carries more lineage than both other papers combined. During the first five months of this year, as during all of 1925, The News led all other newspapers in America in advertising.

Note the Lead of The News in These Classifications

Space in Inches	News	2nd Paper	3rd Paper
2 Automobiles	61,741	52,939	32,208
1 Dept. Stores	194,739	55,944	55,570
1 Drug Stores	6,625	296	1,594
1 Electrical	12,800	3,781	3,350
1 Footwear	10,284	5,077	4,481
1 Furniture	109,187	9,695	28,907
1 Grocery and Food Products	37,973	11,668	13,269
1 Hardware and Sport Goods	4,313	2,178	1,406
1 Household Articles and Equipment	10,928	3,639	2,692
1 Jewelry, Watches, etc.	15,547	1,814	9,107
2 Musical Instruments and Supplies	12,362	5,061	7,785
1 Radio	19,526	6,006	7,053
1 Rotogravure	13,264	1,826
2 Tobacco	10,601	7,442	7,328
1 Toilet Articles and Shops	9,968	4,111	4,598
1 Men's Wear	38,219	14,215	12,652
1 Women's Wear	85,994	12,895	15,292

Key: (1) The Detroit News has more than all other Detroit newspapers combined.
(2) News leads.

The Detroit News

335,000 Sunday Circulation

The HOME Newspaper

320,000 Week Day Circulation

LIBEL SYMPOSIUM TO FEATURE S. N. P. A. CONVENTION NEXT WEEK

**Southern Laws to Be Surveyed with View of Possible Revision
200 Reservations Received for Meeting at Asheville—Johnson Plans to Retire**

THE twenty-fourth annual meeting of the Southern Newspaper Publishers Association at Grove Park Inn., Asheville, N. C., July 6, 7 and 8 will be the largest in point of attendance the association has ever held. More than 200 publishers and members of their families will be present when the con-



Walter C. Johnson

vention is called to order Tuesday morning, July 6.

President Walter C. Johnson announces all sessions will begin promptly at 9 a. m. and adjourn promptly at 1:30 p. m.

The program for the opening day includes reports of the officers, nominations, and the beginning of the reports from the different standing committees. A feature of Wednesday's program will be the election of officers, and for the closing day a symposium has been listed.

Announcement has also been made from S. N. P. A. headquarters in Chattanooga that special consideration will be given to libel laws in an effort to obtain laws in Southern States which are considered fair to the publishers.

A special memorial service will be conducted in memory of members of the Association who have died during the past year. A special service has also been arranged for the memory of Edgar M. Foster, business manager of the *Nashville* (Tenn.) *Banner* who died June 20. He was president of the S. N. P. A. in 1907-8 and was in charge of the S. N. P. A. advertising campaign.

A feature of the entertainment program will be golf tournaments of eighteen holes, at the Asheville County Club at 2 o'clock Wednesday afternoon, July 7. Members of the S. N. P. A. will contest in one section while guests and all others in attendance will be invited to contest in other sections.

Twenty or more prizes of practically equal value are offered by various auxiliary concerns in each section. Medal scores will count. Handicaps both straight and kickers must be established by the golf tournament committee by or before Tuesday, July 6. Prizes will be displayed at Grove Park Inn Tuesday, July 6. Walter H. Savory is chairman of this committee and serving with him are Richard Wasson, and Elmer E. Clark.

Announcement is also made that the ladies and gentlemen attending the convention will be guests of the citizens of Asheville on an automobile tour of the city and environs Tuesday afternoon. At

the conclusion of the drive they will be tendered a reception and tea by the *Asheville Times* and the *Asheville Citizen*.

Ladies' entertainments for Wednesday and Thursday afternoons in the lobby of Grove Park Inn, will be arranged by a committee composed of Mrs. Walter C. Johnson, chairman; Mrs. V. H. Hanson, Mrs. George K. Kohn, Mrs. C. A. Webb, Mrs. D. W. S. Elias, Mrs. W. O. Boger, Mrs. Charles K. Robinson, Mrs. L. E. Fisher and Mrs. Randall Harris.

Officers are of the opinion that one of the most profitable features of convention will be discussions of trade topics in the hours set aside for symposiums, on Wednesday and Thursday. They state that subjects of vital concern to every newspaper in the Association will be taken up. Everyone interested will be invited to participate.

Maj. Allen Potts, of the *Richmond* (Va.) *News Leader* will preside over the Labor and Mechanical departments discussions. H. Galt Braxton of the *Kinston* (N. C.) *Free Press* will preside over the advertising topics.

W. A. Elliott, of the *Jacksonville* (Fla.) *Times Union* and L. K. Nicholson, of the *New Orleans* (La.) *Times Picayune*, will preside over the editorial topics.

President Johnson is completing ten years continuous service as an executive of the S. N. P. A. and it is understood he will ask for retirement to the ranks pledging his active interest in the affairs of the Association. He will recommend that appropriate recognition be made next year of the 25th anniversary of the S. N. P. A. A report will be made by James B. Nevin, editor of the *Atlanta Georgian* and chairman of a special committee as a result of the conference last fall at Vanderbilt University to consider the best means of bringing about co-operation between Southern newspapers and institutions of higher learning.

The committee reports as well as those of the officers have been prepared and will be presented in booklet form to all members of the Association in order that the reports may be discussed at length.

President Walter Johnson will leave Chattanooga Saturday by automobile and will drive through the country to Asheville with his wife and two children arriving there Sunday night. Secretary-Manager Craston Williams will also arrive in Asheville Sunday night.

Moran on the Equator

Casey Moran former editor of the *Dawson City* (Alaska) *Dagger* has just brought out the first number of the *Maracaibo* (Venezuela) *Tropical Sun*, leaping from the Arctic Circle to the equator. Maracaibo is at present the scene of an oil boom. Editor Moran produced a 12 page tabloid size with no type smaller than ten point and with foreign speaking printers who composed by matching type and copy. "There is no doubt about it," apologized the globe-trotting editor in the first number "this is a h— of a looking Ne(u)spaper." He explained that the printers ran out of w's before the editorial page was reached.

Labor M. P.s Boycott Dailies

Scottish Labor members of the British Parliament have pledged themselves not to give news to representatives of the Glasgow and Dundee newspapers that have declared themselves non-union since the general strike. The M. P.s have also asked labor organizations and trade unions to urge their members not to buy the papers. As the principal papers of the two cities have declared non-union, there is little prospect of the boycott being serious in its effect.

LIBEL SUIT DISMISSED

Judge Acts Speedily Without Calling Defense Witnesses

Justice Charles H. Brown of the New York State supreme court, sitting at Mayville, dismissed the libel suit brought by Albert Woodward against the *James-town* (N. Y.) *Morning Post* without hearing defense after the plaintiff had presented his case.

Mr. Woodward contended an article published in the *Post* relative to a raid on a dance pavilion operated by him so injured his business that he was compelled to suspend. State troopers said the newspaper had reported only actual happenings, then this testimony, brought out in cross examination of plaintiff's witnesses, was sufficient to cause dismissal of the action.

Woodbridge to Address Coast Clubs

C. King Woodbridge, president of the International Advertising Association, will address the annual convention of the Pacific Coast Advertising Clubs Association, meeting in San Francisco, July 5-8. Mr. Woodbridge will return east via Seattle, Minneapolis and Chicago, stopping to address the National Retail Furniture Institute in Grand Rapids, July 15.

Adopts Eight Column Page

The *Albany* (Ore.) *Democrat-Herald*, which recently changed its body type from eight point to seven, on July 1, increased its page size to eight columns.

BRIDGEPORT TIMES SOLD BY KENDALL CRESSEY

**New Owners to Be Announced Later—
Former Owner Bought Paper in
1925 After Leaving Hearst
Boston Daily**

Kendall B. Cressey, president of the Bridgeport (Conn.) *Times* Company, publishing the *Bridgeport Times*, issued the following statement to the Bridgeport newspapers Tuesday morning of this week:

"I have as of this day sold my controlling interest in the Bridgeport *Times* Company, and have resigned as president and treasurer. I have also resigned as editor and publisher of the *Times*. The names of the new owners of the *Times* will be announced at such time as they may desire."

Mr. Cressey took control of the old *Times* Publishing Company in November, 1924, and became the actual owner of the *Bridgeport Times* at the time he organized his new corporation, the *Bridgeport Times* Company, on Feb. 1, 1925.

At the time Cressey sold the *Times*, he was the owner of 90 per cent of the common stock and 80 per cent of the first preferred stock.

Mr. Cressey said he would make no plans until fall. With Mrs. Cressey he will spend July and August on a vacation.

Mr. Cressey purchased the *Bridgeport Times* shortly after his resignation from the *Hearst* service. He had previously been publisher of the *Boston Daily Sunday Advertiser*.

New Directory Gives

Jacksonville

a Population of

180,070

R. L. Polk & Company, announces Jacksonville's population, exclusive of South Jacksonville, is 180,070.

With a daily city circulation of 26,000, the Florida Times-Union is serving 72% of this population. (Figures based upon the official 5 readers to a paper). In addition to this impressive city coverage, the Florida Times-Union leads all other Florida publications in state circulation.

The Florida Times-Union
~ JACKSONVILLE ~

DAILY 53,000

SUNDAY 70,000

THE WATERTOWN STANDARD



Northern New York's
Leading Newspaper
announces effective July 1st
ADDISON B. PARKER
Publisher and General Manager

ADDISON B. PARKER, for seven years Deputy Secretary of State of New York, the man who managed the campaign that elected Nathan E. Miller, Governor of New York, the man who for four years has been General Manager of the Watertown Standard,

now becomes Publisher and General Manager.

Mr. Parker's advancement is just one step in a series which is making the leadership of Watertown Standard in the Northern New York field even more dominant than it is today.

WATERTOWN STANDARD WATERTOWN, NEW YORK

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



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



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

OF the mistakes of newspaper editors we have heard enough and to spare in the magazines. E. W. Howe who has a lot of fun editing a monthly "devoted to indignation and information" chats in his current issue about "The Mistakes of Magazine Editors." Ed. knows a thing or two about fiction for he once wrote "The Story of a Country Town." Of this book the great American critic, Charles Dudley Warner, once said, "The book is one of the small number of genuine American books which cannot be left out when we reckon up our literature of fiction." Warner was not only a good critic but also an able newspaper man—as all who worked with him on the *Hartford Courant* can testify.

BETWEEN assignments or between takes a rattling good short story to read is "Extra! Extra!" which Robert E. Sherwood, editor of *Life*, contributes to *Scribner's Magazine* for July. It leaves the reader still wondering what the "Extra" was about, but realizing that he has read a little chapter from life's real story.

CLARENCE S. BRIGHAM, librarian of the American Antiquarian Society at Worcester, Mass., is author of a pamphlet that will interest all editors and publishers who are collecting material relating to the history of journalism in the United States. This particular pamphlet deals with the various newspapers which for various reasons have appeared printed on wall paper. A copy may be obtained upon application to Clarence S. Brigham, American Antiquarian Society, Worcester, Mass.

THE fourth edition of "Population and Its Distribution," compiled by the J. Walter Thompson Advertising Agency, is now off the press. For advertisers this volume has five helpful features.

Of these five possibly the most important is the listing of 679 retail shopping areas, each one of which represents a shopping district with commercial rather than political boundaries. A complete set of maps is an excellent supplement to this feature.

Another feature, given for the first time in this edition, is the extension of population and income tax figures to counties. It makes it possible to determine sales quotas on the basis of population per income tax per county.

A new compilation of retail and wholesale dealers adds to the attractiveness of the volume. Eighteen trades are covered by states and counties: they include automobiles, drugs, hardware, grocery, etc.

Another one of these features is the listing of chain stores in every city with a population of over 25,000. So far as I know "Population and Its Distribution" is the first to have such figures within the covers of a book.

The last of these features may be found in the population figures for 1925. These are based on state censuses and federal estimates. Cities and towns in each state are grouped according to population. This feature makes this book especially valuable for the editorial rooms. The chief appeal of the volume is of course to those who work in the advertising department.

IN "Business Ethics" (The Ronald Press) may be found considerable material relating to the ethical advance in advertising. Frankly, however, one of the best things in the volume is a quotation from a pamphlet that came from the pen of Claude C. Hopkins of the Lord & Thomas Agency in Chicago. He received the request from an editor of a paper to write his views regarding sen-

sational newspapers. He had been a strenuous fighter for clean advertising and this particular editor evidently thought the campaign would be started for clean news columns. The pamphlet by Mr. Hopkins is entitled "Sensational Newspapers" and the quotation given in "Business Ethics" is as follows:

The sensational newspaper does more to promote law and order than all the policemen, all the jails in existence. "Death by Moonshine" is the greatest temperance lecture ever written. The picture of a car in a tree, with the headline, "Going 60 Miles an Hour" is the greatest speed eradicator. "Banker Goes to Jail" is the chief protection for our money.

Sensational newspapers, at the cost of a few cents daily, tell us the wages of every sort of sin. It would cost one a fortune in fines, perhaps, to learn as much as he learns at one breakfast table. It would take a hundred years in jail, a score of divorces and two score of beatings to learn what he learns for some 25 cents a week.

Many of us, at some points of life's journey, meet infatuations. Most of us do not exhibit them. What is the reason? It lies mainly in the sensational newspaper.

We are dressing some night for a dinner to meet the attractive lady. As we dress, we glance over the headlines, and we see, "The Husband's Revenge." We never need to wade far into details to keep us in line for that evening.

Next time it may be, "Wife Leaves Home." Next time, "Wife Shoots Rival." There is always something in the papers which keeps us fairly tame.

Again one thinks of writing the lady a letter. He jots down an outline of what he would say. Then he glances at a paper, and there, behold, is a copy of his letter, almost word for word. It was used that day as evidence in a divorce case or a suit for breach of promise. The letter begins, "My Heaven's Eyes" and ends, "Your Baby," just like the letter proposed. Then somehow that letter looks rather silly.

The idea of a bungalow with an underground passage holds strange infatuation for some men. But when one is ready to draw up the plans he reads of a man who possessed such a love nest and who shot himself on a lonely road.

ALFRED A. KNOPF will publish this month "Agricultural Journalism" by Nelson Antrim Crawford, director of information of the United States Department of Agriculture and Charles Elkins Rogers, professor of Industrial Journalism, of the Kansas-State Agricultural College. This field of journalism has not been previously covered in book form and each of the authors has had practical experience both in writing agricultural articles and in teaching agricultural journalism. Only recently Mr. Crawford was director of the Department of Agricultural Journalism at the Kansas State Agricultural College at Manhattan, Kan.

THE School of Journalism at the University of Oregon publishes monthly a house organ for the newspaper folk of that state. It is called *Oregon Exchanges*. The current issue opens with

No dull
Summer
IN
Los Angeles!

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

Los Angeles Examiner

an interesting interview, "Journalism and Diplomacy," which E. E. Brodie, editor and publisher of the *Oregon City Enterprise*, recently gave to Jack Hempstead, a junior in the school. Mr. Brodie, it will be remembered, was in 1921 elected president of the National Editorial Association and more recently was United States minister to Siam from which he returned about a year ago to resume his editorial duties on the *Enterprise*.

CHARLES ANDERSON DANA used to recommend the Bible to cub reporters for its style. Other editors are making continued reference to the beauty of the King James version. Consequently the pamphlet, "The English Bible," by William D. Melton, president of the University of South Carolina, ought to be on the shelves of the newspaper library. A copy can be obtained by Addressing President Melton, University of South Carolina, Columbia, S. C.

A LITTLE over a year ago William Allen White, editor of the *Emporia (Kan.) Gazette*, delivered a series of lectures at the University of North Carolina on American citizenship. These lectures, somewhat elaborated, have now appeared in book form under the title, "Some Cycles of Cathay" (University of North Carolina, Chapel Hill, N. C.). America, according to Mr. White, has passed through three major political cycles: the Revolutionary cycle, the Anti-Slavery cycle, and the Populist cycle. Mr. White also believes that each one of these cycles is a part of the still larger cycle of the growth and development of democracy in America. Editorial writers who obviously are interested in currents of modern thought and tendencies of political parties will find this volume stimulating and worth perusal, even though they may not agree with everything that is said by the Sage of Emporia.

The chapter which especially challenges thought is the one with which the volume concludes, "What of the Future?" The answer given by Mr. White is:

The race never has seen even one stage ahead upon its journey. Is it not presumable that democracy and its ideals are established

to gather men into some vast unity for another fight? Surely these impassioned voices crying across our times for justice, surely all this clanging of machinery, all this hiving in industry, all this organizing of commerce, all this leveling up of democracy, all the aspirations of the prophets of our age for the natural rights of man and the call of brotherhood that have been massing men by millions over the earth with a common mind and a quickening heart, surely these signs and wonders are portents of a new order. Surely we are pipping at the shell of a larger destiny.

THE latest book to come to my desk is "Printing Ink" (Harper & Bros.) by Frank B. Wiborg, one of the founders of the great firm of Ault and Wiborg, manufacturers of printing inks. The book will be reviewed in this department at an early date.

Extra Issued on Editor's Birthday

The *Middletown (N. Y.) Times-Press* recently issued an extra edition in honor of the 69th birthday of Henry P. Powers, Goshen editor. Lead position in the extra carried a story telling of the gift of a fountain pen to the editor by the newspaper's staff.

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

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
thoroughly and alone COVER the Oklahoma City Market

Agricultural authorities predict a 60,000,000 to 80,000,000 bushel wheat crop for Oklahoma—which should yield an income of from sixty-five to ninety millions of dollars.

Moreover, this income is "spendable" and with other crop prospects should assure the greatest fall business in Oklahoma's history, barring possibly two war years.

The Oklahoman and Times thoroughly and alone cover the entire Oklahoma City market—the great Central and Western portions of the state—which will share largest in Oklahoma's bumper wheat crop.

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Detroit Atlanta San Francisco



*A man may be proud
of his ancient Lineage
but
new lineage
is required to
make a newspaper
proud and surpass
last year's record*



This Pride Can Be Attained by Using One or More of
BRIGGS' PROVEN FEATURE PAGES

Which will Add 100,000 to 500,000 Lines to Your Annual Lineage—
Created from a NEW SOURCE.

The Briggs Organization is equipped to create new business principally from manufacturers, industrial plants, jobbers, wholesalers, and others who are now spending their appropriations in forms of advertising other than newspaper display. Briggs' men are competent, especially trained for developing this heretofore untouched field for newspaper publishers. They can make long term contracts grow where no contracts have grown before. The Briggs Organization does not interfere in any way with the regular staff.

IF YOU HAVE A PROBLEM, WE CAN SOLVE IT BY PROMOTING FOR YOU ONE OR MORE OF OUR TWELVE FEATURE PAGES. MORE THAN EIGHTY LEADING DAILIES THROUGHOUT THE UNITED STATES AND CANADA ARE USING THESE PAGES TO ADD TO THEIR LINEAGE.

FEATURE EDITIONS

Our special edition department, consisting of the highest class trained men in this particular field, is now in a position to handle special sections, such as rotogravure (tabloid or full size), feature editions in black and white and anything in the way of special editions whenever the occasion warrants. Write or wire us. We will gladly present further details to you without obligation.

Thomas W. Briggs Co.

|| HOME OFFICE - COLUMBIAN MUTUAL TOWER ||
MEMPHIS, TENN.

Largest Organization of its Kind in United States and Canada

VICK'S, SEASONAL PRODUCT, RUNNING COPY THROUGH SUMMER MONTHS

Reminder Ads First Run, Then Copy Stressing Value of Product for Hot Weather Ailments—Serves as Strong Link Between Seasons of Big Sales

By HAMMOND EDWARD FRANKLIN

ANY manufacturer who considers his business seasonal, and who wonders what he can do to make it at least a little less so, should consider the plan now being followed by the Vick Chemical Company of Greensboro, N. C., makers of Vick's VapoRub, a proprietary product for colds and sore throats.

BABY'S COLDS
are soon "nipped in the bud" without "dosing" by use of—
VICK'S VAPORUB
Over 17 Million Jars Used Yearly

HEAD COLDS
Melt in spoon; inhale vapors; apply freely up nostrils.
VICK'S VAPORUB
Over 21 Million Jars Used Yearly

SUMMER COLDS
are lingering and annoying. The very first night apply
VICK'S VAPORUB
Over 21 Million Jars Used Yearly

Small in size but having both reminder and sales value—Three specimens of Vick's summer copy for dailies

Here, if anything, is a product which is seasonal in appeal. In cold weather, it is evident it would meet its real demand. Ever since the product was put on the market 25 years ago, the company planned its advertising to appear in newspapers during the winter season and offer its product for colds and allied ailments in small, persistent space.

Eight or nine years ago it occurred to an executive of the company that it would be well to keep some advertising running through the hot weather, not with the idea of pushing Vick's for special summer needs, but as sound policy in keeping the product before the

public to a certain extent all the time, in season and out—"keeping everlastingly at it."

The company simply ran the same reminder advertisements in the summer as the winter.

"The idea dawned on us that Vick's did have a number of summer uses covering summer ailments which we had been overlooking in our enthusiasm in getting distribution throughout the whole of the United States," outlined C. A. Holland to EDITOR & PUBLISHER the other day.

"Four years ago we decided to run a special summer newspaper campaign featuring the use of Vick's for such summer ailments and inconveniences as summer colds, sunburn, bites and stings, etc., and hay fever in the late summer and fall."

About 25 per cent of the firm's annual appropriation for advertising was used for this campaign. Apparently the public had been well convinced of the value of the product for colds, but was not yet won to the new hot weather uses for the result in direct sales the first season was nothing to get excited about. However, the company felt its policy was right and its persistence would be bound, over a period, to affect summer sales and widen the consumption of the product at the same time it kept the name constantly before the public in off months.

The advertising department the same year prepared a year-round set of small, one-inch reminders covering both winter and summer ailments. By the use of aluminotypes, a full set of these plates will last two or three years and this concern happens to be one which isn't afraid of using the same copy over again for a number of seasons when it believes it is using its space to advantage.

"We send all our papers complete sets of these basic reminder advertisements," Mr. Holland explained further. "In the fall, we pick out '15 or 20 of those we want run during the winter months and send instructions to run these and file away all the others for future use."

"Then in the spring, we pick out those we want run during the summer and have the winter plates filed away. Each summer for the last four years we have been running a light series of reminder advertisements taken from our full-year schedule."

The summer copy bears, in large hand letters, a single summer trouble, such as burns, hay fever, bites, stings, sore throat, sunburn, baby's colds, summer colds, head colds, with two lines of copy and the name, Vick's VapoRub, "over 21 million jars used yearly."

The company states:

"We are not setting the woods on fire with our summer sales, but we do believe it is possible to create a bigger summer demand. Moreover, we have a lot of faith in keeping our name persistently before the public and, aside from a direct sales effort, our summer reminder copy ties up nicely with our heavier winter schedule which preceded it and which will be in order again with the coming of cold weather."

"For our summer advertising, we use practically our full list of papers. This includes around 1,200 dailies and 600 weeklies with a total circulation of almost 20,000,000."

"We don't see any reason why manufacturers of products which are not strictly seasonal should have such a big problem in maintaining their sales during the summer months with judicious advertising coupled with a little extra merchandising to fit the season."

The financial statement of the Potter Drug & Chemical Corporation, another firm which believes in summer advertising and which markets Cuticura Soap, Ointment and Talcum, recently has been issued. It shows a surplus of \$2,030,249. Among its assets are \$643,828 in cash on hand, \$654,476 in accounts receivable, more than half a million dollars worth of machinery and real estate and securities and other assets, to boot. Its only liability is the inconsequential sum of \$58,139 in accounts payable. The company's balance sheet shows a financial position which may well be the envy of any corporation.

Yet this concern, which distributes its line through every drug and department store in this and many other countries, has never had a salesman on the road. It depends entirely on demand from the consumer created by advertising which runs all the year in nearly every newspaper and which is just as constant in the summer as the winter.

"Putting up the shutters and going out to play golf just because it's summer and because it is thought a slump in sales is inevitably is folly," a New York business

man declared recently, "and American executives ought to be keen enough to realize it."

Canadian Paper Exports Increase

Canadian exports of pulp and paper in May showed a considerable increase over the previous month according to the report issued by the Canadian Pulp and Paper Association. Total exports for the month were valued at \$13,143,410 as compared with \$10,994,458 in April and with \$12,451,667 in May, 1925. Exports of wood-pulp in May were valued at \$3,756,685 and exports of paper at \$9,386,725 compared with totals of \$3,163,773 and \$7,830,685 respectively in April.

W. C. Watson, Publisher, Dead

William C. Watson, 65, vice-president of the Bristol (Pa.) Courier died at his home in Bristol June 29. He had been in the newspaper business about 50 years, and was a former president of the Bucks County Press Association.

Our Customers Write Our Ads

Peerless Printing Company
Penn Yan, New York

Says—

"We consider the Duplex Model A Flat-bed perfect mechanically, positively dependable, and by far the most profitable of any of the present day methods of printing a weekly newspaper."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

PEJEPSCOT PAPER COMPANY

Manufacturers for Over Fifty Years of

NEWSPRINT

Combining the Three Essentials of Quality
Strength • Cleanliness • Color

Colored Newsprint a Specialty

Daily
Capacity



160
TONS

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

~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	

BUFFALO THE WONDER CITY OF AMERICA

**To Financial Advertisers
Seeking Business in Buffalo—**

TO SECURE greatest possible results from financial advertising it should reach the investment buyer of the **FUTURE** as well as the investor of the present. In the Buffalo territory the News reaches and influences both.

The News is read in more than 140,000 homes in Western New York. Average daily circulation for May was 142,907.

The News has the interest of the investing public because it gives complete financial and business news—all the news and quotations of all the major markets.

The News gives **TODAY'S** financial news **TODAY**—when interest is most keen.

The News has unusual reader interest and influence because of its authentic news service and its well-known policy of protecting its readers by careful censorship of all advertising.

The market for financial advertisers is steadily increasing because new people are constantly reaching higher ground financially.

Reach both prospective and present investors in Buffalo by directing your advertising message to them through the paper they read—the News. It can be done effectively and at moderate cost.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

A. B. C. Mar. 31, 1926
134,469

EDWARD H. BUTLER, Editor and Publisher

Present Average Over
142,000

National Representatives

KELLY-SMITH COMPANY

Marbridge Building
New York City

Waterman Building
Boston, Mass.

Atlantic Building
Philadelphia, Pa.

Tribune Tower
Chicago, Ill.

J. C. HARRIS, Jr., Atlanta

N. Y. DAILY NEWS WINS \$100,000 LIBEL SUIT

Two Weeks' Trial Ends in Victory for Defense in Action Brought by Mrs. S. L. Robertson—DeWitt Pleads Truth of Article

After two weeks' trial, a jury in Justice Philip J. McCook's part of New York supreme court returned a verdict for the defendant, June 25, in a \$100,000 libel suit brought against the *New York Daily News* by Mrs. Sarah L. Robertson, of East Orange, N. J.

Mrs. Robertson's action, the seventh instituted by her against New York and New Jersey dailies for the same alleged libel, was based upon a story published in the *Daily News*, Feb. 24, 1925, which was an account of her confession to the charge of conspiring to defraud Lloyd's insurance company of \$76,000 by framing a robbery of her insured jewels. Of the seven suits Mrs. Robertson has lost five and won two. The latter are on appeal. Tried in New Jersey courts on the conspiracy charge, Mrs. Robertson was acquitted. Then she started bringing libel actions against newspapers that had published her earlier confession.

She claimed she had not confessed to framing the robbery and asked damages.

MacDonald Dewitt, of Dewitt and Van Aken, attorneys for the *News*, in his summation to the jury said the issue at stake was whether the *News'* story of the confession was true or false.

"The issue is not whether or not the plaintiff is guilty of any crime," he said. "That has all been taken care of by the New Jersey authorities. The issue is whether or not the defendant, the *New York Daily News*, is guilty of publishing a false report, a serious crime in the conduct of the newspaper business."

Mr. Dewitt claimed in defense that the article complained of was published as a matter of news in the ordinary routine of business, and that it had been published with fairness to the plaintiff and with truthfulness to the public.

"While the plaintiff had demanded that the *News* print a retraction, I had advised my client that no retraction could be printed without the publisher of the *News* stultifying himself, because the original article was true," he said.

The lawyer asserted that both charges in the article the plaintiff had alleged were false and malicious were fair and true reports. These two charges, he pointed out, were: first, that the plaintiff

had staged a hold-up at her home in Deal, N. J., for the purpose of defrauding Lloyds, and, secondly, that after she had been arrested, she had confessed to public authorities that she did stage the fake hold-up.

Mr. Dewitt showed to the satisfaction of the jury that the jewels which the plaintiff had taken from a safety deposit box to the Hotel McAlpin in New York on the Friday preceding the alleged hold-up and which she claimed were stolen by hold-up men were subsequently found in the kitchen closet of one of her friends in New York City where the plaintiff had secreted them on the Monday following the alleged hold-up.

Under cross examination by Mr. Dewitt, Mrs. Robertson was involved in many contradictions. The attorney brought out that the estate of the plaintiff's second husband which she had testified was worth more than \$1,000,000 was in fact only \$109,000, that she had been in continuous litigation for almost 30 years, and that shortly before the "hold-up" she needed money so badly she had had to pawn some of her jewels.

This was vehemently denied by Mrs. Robertson, but she was confronted with a letter she herself had written, stating that she had pawned some of her jewels to pay back taxes.

During the trial one of Mr. Dewitt's assistants was approached by Edward Roth, a bystander in the courtroom, who

asked him if he wanted the jury "fixed." The assistant immediately reported to Mr. Dewitt who informed the judge. The man was arrested and was held in \$500 bail pending examination of his past records.

PRESS STUDENTS SAIL

Party of 49 Leaves Montreal to Study Foreign Papers

A party of 49 newspaper men and women and teachers and students of journalism from 14 states and British Columbia embarked from Montreal, Thursday, as members of a European journalism tour conducted by Prof. E. M. Johnson, of the University of Wisconsin. The party will visit Canada, England, Scotland, France, Switzerland, Belgium and Holland.

Editors and proprietors of European newspapers and American correspondents will lecture to the party in European capitals. Prof. Chilton R. Bush of the University of Wisconsin Course in Journalism and Prof. Johnson will lecture on shipboard on Comparative Journalism.

S. C. Press Meet July 13-16

The fiftieth annual meeting of the South Carolina Press Association, is to be held at Myrtle Beach, July 13-16. Robert Lathan, editor of the *Charleston News & Courier* is president of the group.

EDITOR & PUBLISHER CALENDAR

July 5-8—Pacific Coast Advertising Clubs Assn., 10th District, International Advertising Association, annual convention, San Francisco.
July 6-8—Southern Newspaper Publishers' Assn., annual meeting, Asheville, N. C.
July 13-16—South Carolina Press Assn., annual convention, Myrtle Beach, S. C.
July 16—Idaho State Editorial Assn., annual meeting, McCall, Idaho.
July 19-24—International Stereotypers and Electrotypers Union of North America, meeting, Los Angeles, Cal.
July 21-23—North Carolina Press Assn., annual convention, Hickory, N. C.
July 23-24—Northeast Nebraska Editorial Assn., annual convention, Homer, Neb.
July 23-25—Colorado Editorial Assn., midsummer meeting, Alamosa, Col.
July 23—American Photo-Engravers Assn., annual convention, Detroit.

CERTIFIED COLD STEREOTYPING

Has replaced wet mats and steamtables

in the plants of these

representative Southern newspapers

Our Policy:

One Size

all mats 20" by 24"

One Quality

only the best we can make

—used by
The New York Times
Cleveland Plain Dealer
Detroit Times
and several hundred
others

One Price

15 cents on standing order

ASHEVILLE (N. C.) TIMES

CHATTANOOGA (TENN.) TIMES

CLARKSBURG (W. VA.) TELEGRAM

HOUSTON (TEX.) POST-DISPATCH

JACKSON (MISS.) NEWS

ST. PETERSBURG (FLA.) INDEPENDENT

SAVANNAH (GA.) NEWS

What your fellow publishers in the South, North, East, and West have accomplished with Certified Dry Mat Cold stereotyping, you can, too.

Have you received your copy of our booklet, "The Certified Road to Simplified Newspaper Stereotyping"? It's free upon request.

CERTIFIED DRY MAT CORPORATION

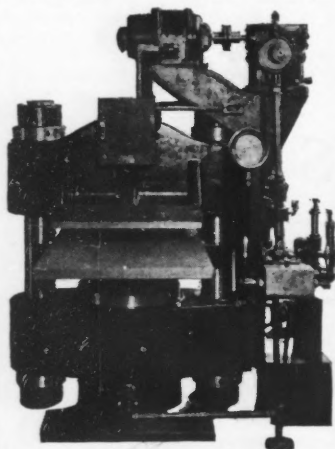
340 Madison Avenue

New York, N. Y.

for wet mat printing with DRY MAT facility—use Certified

MADE IN THE U. S. A.

BIROTADRUCK



HYDRAULIC MATRIX PRESS

Direct Pressure Under Complete Control. Fast, Positive, Non-Vibrating Hydraulic Operation. The first successful hydraulic matrix moulding press to be introduced into this country.

Birotadruck Presses are now in operation on the plants of The New York Times (3 presses), New York Herald-Tribune (2 presses), Boston Globe, Cleveland Press and Dallas News.

AMERICAN BIROTADRUCK CO., Inc.
120 West 42d St., New York City

BECAUSE for nearly half a century the Scripps-Howard newspapers 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.

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



He exposes quack medics.—Frederick E. Shapiro.

FREDERICK E. SHAPIRO, managing editor of the *Philadelphia Daily News*, Macfadden tabloid, has been battling a little more than a year now to introduce tabloidism to the Quaker City, and, after some mechanical setbacks at the start, has, he believes, at last hit his stride.

Philadelphia's circulation story more than elsewhere has as its main theme distribution. The city sprawls over some 129 square miles, a maze of winding narrow thoroughfares, and speed in manufacturing the newspaper product and getting it out to streets and homes, is considerably more than half the problem. And that half is now being met.

The original plant where the *Daily News* started publication in March, 1925, was inadequate. On Jan. 1, of this year, Bernarr Macfadden purchased a controlling interest in the paper and by April the *News* moved into its present home, and the editorial product which Mr. Shapiro is now putting out, is beginning to claim new highs in circulation figures.

"What has surprised me," Mr. Shapiro said this week in an interview, "is the progress we have made without much expenditure on promotion. Tabloid circulations have usually been rolled up to the tune of many prize contests, but during our first year we have had comparatively few of them. We have offered small prizes for letters to the editor, have used theater tie-up contests, and have attracted girl readers by vacation trip offers, but the amount of money we have spent in this way has been remarkably small."

WE'RE ALWAYS BUSY—WHY?

AUTOMOBILE PRIZE CAMPAIGNS

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



Conducted on
THE KENDALL PLAN

We would like to know more of your circulation building methods and changes. 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.

The 15 months' experience with the *Daily News* has been Mr. Shapiro's first in Philadelphia.

Last week the *News* started a series of articles uncovering practices of "quack" doctors in Philadelphia. A reporter named Nelson Phillips was thoroughly examined by a reputable doctor and found to be in good physical condition. Then he called on a number of advertising "M. D.'s," who found he was the victim of gastritis, bad blood, and had in his veins the deadly streptococci germs, all within a few hours after he had been examined by the regular physician.

Philadelphia apparently has a large "quack area," which was badly in need of exposure.

Mr. Shapiro, who is only 30 years old,

**GET THE
RIGHT
PEOPLE
WORKING
FOR YOU
AND YOU
GET THE
RIGHT RESULTS**

Our COMPLETE checking service handles the entire detail work of supplying "checking proofs" to every agency and advertiser promptly—and—efficiently.

WE DO IT ALL

from a few complete copies.

The Advertising
CHECKING BUREAU Inc.
538 So. Clark St. CHICAGO
79 Madison Ave. NEW YORK

came to Philadelphia from Washington, where he was night editor of the *Washington Herald*. Prior to that he was on the *Washington Post*, was night editor of the *Newark (N. J.) Ledger*, and on the copy desk of the *New York Evening Telegram*. He has also worked for the *St. Louis Republic* and the *St. Joseph Gazette*.

U. P. WIRE REORGANIZATION

High Speed Circuit Linking More Than 16 Newspapers Started June 28

Virtual reorganization of the United Press day wire service became effective June 28, when a new high speed printer circuit, linking more than 16 client newspapers and all leading bureaus, went into operation.

The new fast printers supplement the regular Morse wire, and, according to

Hugh Baillie, U. P. business manager, triples the news service.

Among client papers on the new circuit are: *Baltimore Evening Sun*, *Baltimore Post*, *Washington News*, *Akron Times Press*, *Youngstown Telegram*, *Cleveland Press*, *Columbus Citizen*, *Cincinnati Post*, *Toledo News Bee*, *Detroit News*, *Detroit Free Press*, *Windsor (Ont.) Border City Star*, *Indianapolis Times*, *Milwaukee Journal*, *St. Louis Star* and *Kansas City Post*. The wire is operated from 6 a. m. to 6 p. m. daily.

On June 7, the U. P. opened a high speed printer wire from the New York office to the *Bridgeport Star*, *Waterbury (Conn.) Democrat*, *Waterbury American*, *Hartford Times*, *New Haven Union*, and *Boston Traveler*. Seven days later another printer circuit was opened up between Denver, Col., and the *Albuquerque (N. M.) State Tribune* and the *El Paso Post*.

TRADE **LINOTYPE** MARK

6½ pt. Ionic No. 5

COMBINES

The word count of 6 point and the legibility of 8 point

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

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

American More Productive

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

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

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

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

Again! —the Big Stores of New York Indorse the City's Favorite Home Newspapers!

AT THE END of last year it was shown that the seventeen leading department stores of New York placed 22.5% of their combined 1925 advertising lineage in THE WORLD and THE EVENING WORLD. This practical demonstration of confidence on the part of the most important group of merchants in America, whose advertising policies are the subject of constant study and analysis by the best-informed experts in the advertising field, indicated beyond question the power of these two newspapers in moving merchandise from the retailers' shelves. The figures for the month of May in several important classifications go still further toward establishing THE WORLD and THE EVENING WORLD as indispensable units in any advertising campaign designed to sell goods in the New York market.



As Indicating Its Appeal to Women—

The Dry Goods advertiser centers the major appeal of his copy on the woman of the home. THE WORLD was the *only* standard morning paper to *increase* its Dry Goods lineage last month. The figures are:

	Gain	Loss	Per Cent.
THE WORLD.....	2,906	1.5%G
Second Paper.....	11,306	2.6%L
Third Paper.....	13,260	4.0%L
Fourth Paper.....	35,968	12.2%L

As Indicating Its Cultural Appeal—

Book Advertising in the *weekday* WORLD was greater than all three of its standard morning competitors *combined*. Its *gain* of 7,892 lines, or 177%, was alone greater than the total Book Advertising carried by its three competitors. As indicating its appeal to a leisure class. THE WORLD's gain of 80% in Railroad Advertising and 25% in Steamship and Travel Advertising outdistanced all other gains in these classifications in the *weekday morning* field.

As Indicating Its Value to Builders—

The unprecedented building activity throughout the New York Metropolitan Area is reflected in a gain of 614% in the advertising of Building Material in the *weekday* WORLD.

This is double the ratio of gain registered by the next nearest morning paper to show an increase in this classification, and is important as indicating the vastly increased recognition accorded THE WORLD by the advertisers of every product that enters into the *construction* of the home.

Pulitzer Building—New York

As Indicating Its Appeal to Women—

THE EVENING WORLD, as in the case of THE WORLD, was the *only* New York evening paper to *increase* its Dry Goods lineage in the month of May. The figures:

	Gain	Loss	Per Cent.
EVENING WORLD ..	70,344	18.2%G
Second Paper	9,322	1.8%L
Third Paper	46,210	41.4%L
Fourth Paper	93,584	16.4%L
Fifth Paper	115,412	81.5%L

As Indicating Its Household Appeal—

As the outstanding evening paper of *home* influence, it is only natural that THE EVENING WORLD in May stood *first* in its gain in advertising of Foodstuffs, its increase being *more* than the combined gains of the only two other papers reporting increases.

	Gain	Loss	Per Cent.
EVENING WORLD ...	7,252	16.0%G
Second Paper	3,918	6.0%G
Third Paper	3,076	6.0%G
Fourth Paper	1,468	3.0%L
Fifth Paper	2,662	22.0%L

As Indicating Its General Usefulness—

THE EVENING WORLD is *built* for the New York *home*. In its conception of the needs of the community it *serves*, its handling of the day's news, its superior feature pages, it has always kept the *home* uppermost in its considerations.

While it enjoys the reputation among newspaper men of "turning more quickly" than other papers in its field on the big news-story of the moment, its street sales due to ephemeral reasons have never been a factor compared to the bulwark of the day-in-and-day-out purchasers who carry it into the *home* for the evening's reading.

Tribune Tower—Chicago

TRENTON TIMES BUYS STATE GAZETTE

James Kerney Will Continue Publication of Both Morning and Evening Papers—Plants Consolidated but Chief Executives to Remain Unchanged

James Kerney is now editor and publisher of the two newspapers published in Trenton, N. J., the *Times*, evening, and the *State Gazette*, in the morning field. The *State Gazette* was purchased by the *Times* this week, the change in ownership becoming effective with the issue of June 29.

The *State Gazette*, one of New Jersey's oldest newspapers, was purchased last November by Ferdinand W. Roebing, Edward C. Rose and Frank D. Schroth. Mr. Schroth was editor and publisher of the *Gazette*, and he is now assistant publisher of the consolidated papers. Mr. Roebing and Mr. Rose have retired from the newspaper field.

"Operation of both papers from the same plant will make for increased efficiency," Mr. Kerney said in a statement to EDITOR & PUBLISHER. "We do not expect to make any important changes in the executive staffs."

Mr. Kerney has been actively engaged in newspaper work since 1895. He has been editor of the *Times* since 1903.

During the World War, Mr. Kerney, at the suggestion of President Wilson, went to France to direct the distribution to European countries of all official information regarding American war activities. He left this country early in 1918 and remained overseas until shortly before the signing of the armistice. He is author of "The Political Education of Woodrow Wilson."

Mr. Schroth, the assistant publisher, is a newspaper man of long experience. He received his early training on the *Trenton Times* and for more than 15 years was political writer for the *New York Tribune* and the *Philadelphia Record*.

The *State Gazette* was founded in 1792 by Matthias Day, a practical printer. Prior to its purchase in November by Roebing, Rose and Schroth it was published for 25 years by the *State Gazette Publishing Company*, consisting of Henry W. Comfort, president; Charles B. Case, secretary; and Charles H. Baker, treasurer and general manager.

Minnesota Editors Hold Outing

The Northern Minnesota Editorial Association held its 18th annual outing at Winnipeg, Manitoba, June 24 to 27.

OVER 100 NEWSPAPERS ARE NOW USING OUR

Hardened Steel Heads THAT LAST FOREVER

Among them are the following Southern Publishers:

RICHMOND TIMES DISPATCH
TIMES PICAYUNE
MIAMI HERALD
SAVANNAH NEWS
COLUMBUS LEDGER
CHATTANOOGA NEWS
LOUISVILLE COURIER JOURNAL
ABERDEEN AMERICAN

A. J. SOSSNER

363 West Broadway, New York

Cambridge News Service Formed

A charter of incorporation was granted University News Service, Inc., of Cambridge, Mass., last week, to conduct a business "to collect and dispose of news items, notices and information." The capital is given as 1,000 no par value shares. The incorporators are Richard Donovan, Arlington; Leo J. Dunn, Roslindale; John H. Powers, Winchester, and Elizabeth G. Barry, Brighton.

Former Publisher Now Bank Executive

George D. Buckley, at one time publisher of the *Chicago Herald Examiner*, was this week elected vice-president of the National City Bank of New York. He has been associated with the bank for the last year. Mr. Buckley was also formerly president of the Crowell Publishing Company. He is a graduate of the University of Chicago, Class of 1906.

BOMB WRECKS HOME OF WHEELING EDITOR

Theory is Bootlegging Organization Was Seeking Revenge or Intimidation of H. C. Ogden, Intelligencer's, Chief—No One Injured

(By Telegraph to EDITOR & PUBLISHER)

WHEELING, W. Va., June 29—Federal and state officials are working on the theory that a bootlegging organization was seeking to intimidate H. C. Ogden, editor of the *Wheeling (W. Va.) Intelligencer*, whose home was damaged early Wednesday morning by explosion of a dynamite bomb. The *Intelligencer* has attacked bootleggers strenuously in recent editorials.

The bomb, placed on the rear porch of Mr. Ogden's home exploded about

3:15 o'clock in the morning of June 28. The porch was wrecked, doors and windows in the rear of the house blown in, and considerable damage done.

Members of the family sleeping in the rear of the house narrowly escaped injury from glass blown into the bedroom. The explosion rocked houses in the neighborhood for half a mile around. No definite clew to the perpetrators of the outrage has been found.

Perjury Charge Against Editor

Accused of falsely swearing to the number of times a bankruptcy notice ran in his newspaper, William Viktora, editor of the *Muscoda (Wis.) Progressive*, will get a preliminary hearing July 7 on a charge of perjury in the court of Judge C. W. Burous, Lancaster. The charge is the outgrowth of bankruptcy proceedings of Ellis A. Lee, a printer employed by the paper.



JAMES KERNEY

It's all in the Control



THERE'S many a pitcher with a swift delivery and a bunch of good curves who is dropped back into the ranks of the bush leaguers because he hasn't got "control."

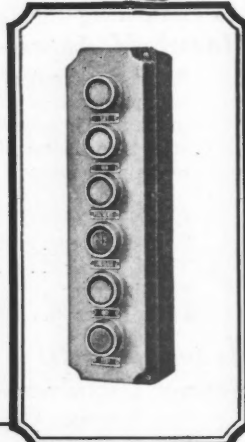
And there's many a good job spoiled on many a good press for the same reason—lack of good control.

Your presses are under instant, perfect control when they are equipped with

Cline-Westinghouse Universal Control Push Button System

Simplicity, convenience and the highest degree of safety of any press control apparatus are combined in this equipment. Every part of it is made stronger than it would ever need to be to meet the most serious emergencies or the most exacting demands which could be made on it. Motors and controllers are made together, shipped together. Twenty-five years of specialized experience of Cline engineers have made Cline System the "Standard of the World."

Specify Cline System for all your printing needs



CLINE ELECTRIC MFG. CO.

Eastern Office
Marbridge Bldg.
47 W. 34th St.
New York

Conway Bldg.
111 W. Washington St.
CHICAGO

Western Office
First Nat'l Bank Bldg.
San Francisco
Calif.



The Evening Bulletin


PHILADELPHIA, FRIDAY, JUNE 25, 1926

TWO CENTS

POSTSCRIPT

BOBBY JONES TOPS BRITISH OPEN GOLF BY TWO STROKES

American Amateur Champion Completes Play With 291 to 276 for Watson, U. S. Professional—Major Still Has Chance to Tie at 18



LEADS BRITISH OPEN

ROWBOAT ADMIRALS WRECK ARMS MEET

Nations Menus Tastes Upper Curtainsmen Plans, Leaving Americans Disheartened

GENEVA'S FINAL PARCE

JEALOUSY'S VICTIM

WILSON TESTIFIES AT PRIMARY PROBE

Democratic Name for Senator Appears Before Campaigns' Cost Investigators

STILL SEEK CUNNINGHAM

HOLD 1,000 PINGPONG HAND

Clarendon Men Hit Tennis Run at Am. Club, Open, Jack and Tom

BURY IN TRIPLE CRASH

Two Automobiles and Truck in West Philadelphia Collision

MACARTNEY QUILTS SESQUI BOARDS

Politeness Robbery Barry in Protest Against Sunday Opening—Charges Law Breaking

OTHERS OPPOSE MOVE

SUICIDE ATTEMPT HAS HAPPY ENDING

Man Says He Shot Will Wed Girl Who Took Gun Fearing He Did Not Love Her

SAVED BY MOTHER

COOLIDGE HERE SIX HOURS JULY 5

President Expected Visit to Include Luncheon and Call at Independence Hall

WILL SPEAK AT SESQU

LOVE NOTE CAUSED TRAGEDY

EVANGELIST

DRAYTON ARRESTED SHARING OLYMPIAN HAT

ROOMS OF HOTEL FIRE

FIRE DRILL IN THE BATH

PREPARING BATHS IN COUNTRY

FURNITURE TRUCK BEERS

LOST AND FOUND

Spartan Type Metals


If we can satisfy "The Evening Bulletin," whose newspaper printing plant is the largest in the world, we can satisfy you!

MERCHANT & EVANS COMPANY

Philadelphia

Stocks in Principal Cities

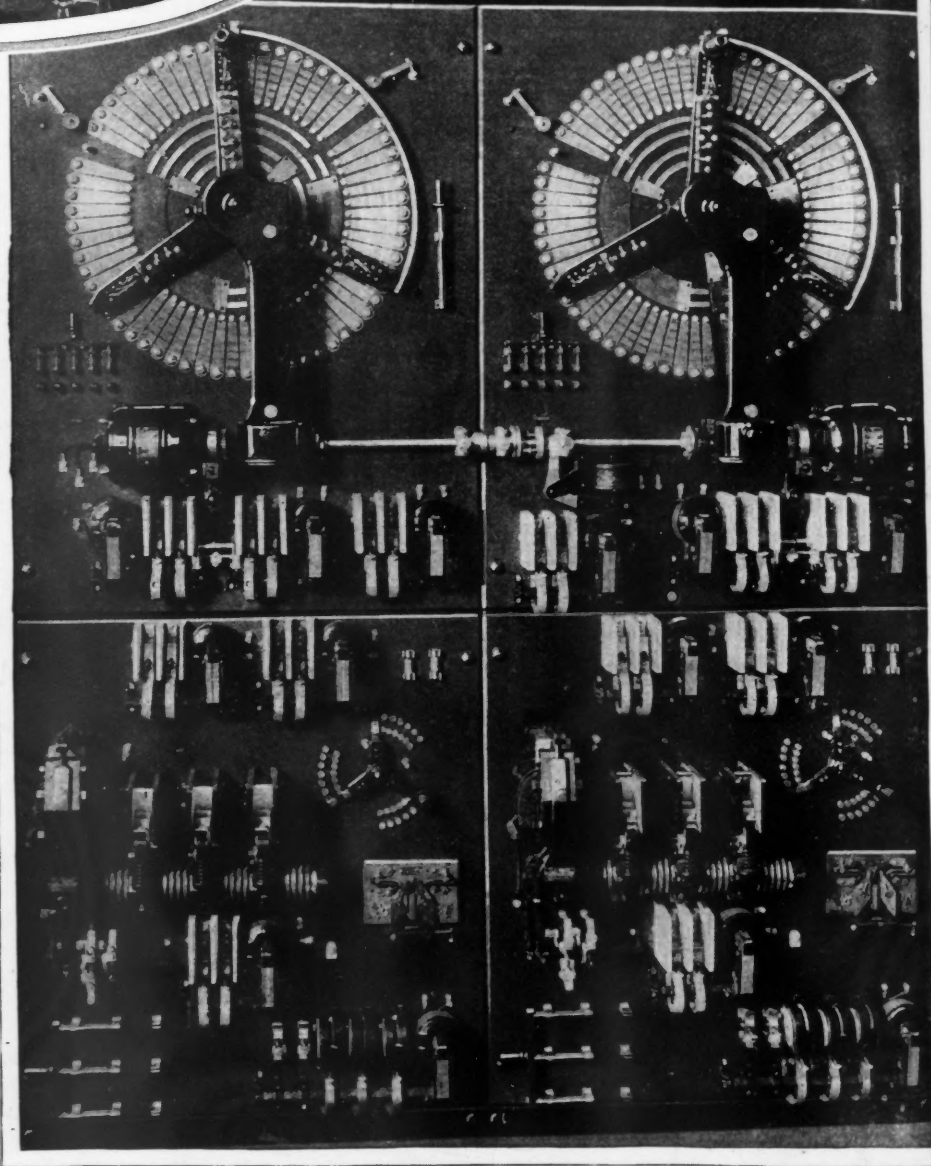
ESTABLISHED 1866





for the

General Electric CR6230 full automatic push-button operated control for two 100-h.p., 3-phase, 60-cycle drives—for independent or synchronized operation.



Apply the proper G-E Motor and the correct G-E Controller to a specific task, following the recommendations of G-E specialists in electric drive, and you have G-E Motorized Power. "Built-in" or connected to all types of industrial machines G-E Motorized Power provides lasting assurance that you have purchased the best.



MOTORIZED POWER
-fitted to every need

GENERAL

GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK

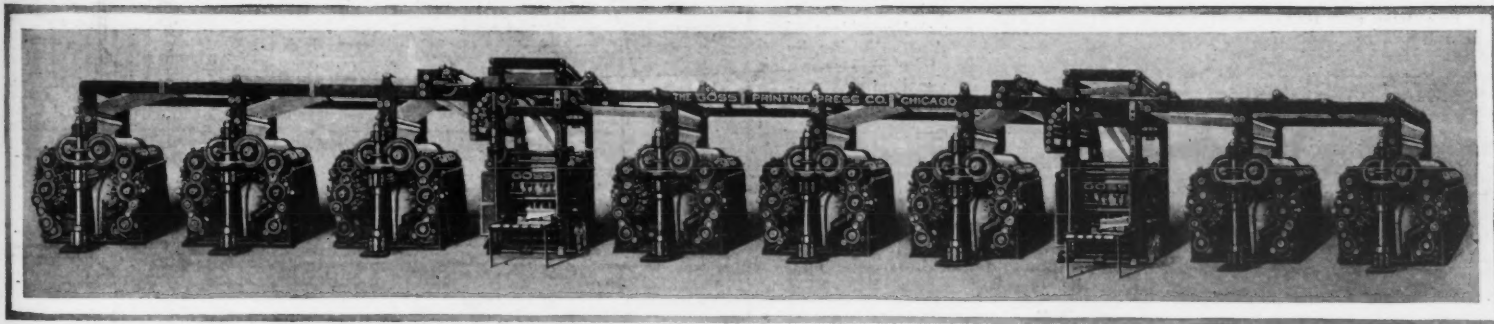
Fort Wayne News-Sentinel G-E Control

Control by G-E—always a mark of the highest distinction—has been given further significance by the introduction of the new General Electric CR6230 a-c. press-control.

This control is especially adapted to the operation of unit-type presses from an alternating-current source of supply.

Its performance marks a distinct advance in press-room operation. Smoothness of acceleration and retardation, extremely wide range of printing speeds, and exact nicety of control with any number or combination of units have been achieved to an extent hitherto believed impossible with a-c. slip-ring motors.

Publishers whose plants are located in an alternating current zone—who seek the utmost in press production at minimum operating expense—who desire the most reliable and effective rather than the cheapest—are invited to investigate. Complete information at your nearest G-E office.



The six-unit Goss Press (with provision for two additional units) installed in new plant of the Fort Wayne News-Sentinel is driven by G-E motors and operated by the CR6230 control.

230-11

ELECTRIC

SALES OFFICES IN ALL PRINCIPAL CITIES

MUSSOLINI CUTS SIZE OF ITALIAN PAPERS

Fascist Economy Plan Limits Newspapers to Six Pages—Personal Journalism Declared Doomed in Italy—Press Approves

Personal journalism in Italy is doomed, Signor Turati, secretary general of the Fascist Party declared in Rome June 30, to an Associated Press correspondent, following the announcement of drastic new press regulations.

The regulations reduce all newspapers to no more than 6-pages in size.

Fascism, Turati said, is determined to bring out the educational and moral aspect of the press.

Fascist newspapers unanimously approve the changes. In addition to elimination of detailed foreign correspondence, sporting art, and literary news and accounts of court cases, particularly crimes, will gradually be dropped, the semi-official Rome Tribuna declared.

"We will have dry newspapers, restricted to the most essential comments," says *Il Tevere*, extreme Fascist organ, adding ironically: "Alas, we won't know whether the new sect of worshippers of tape-worms started on the banks of the Potomac."

The Impero sees the cut in the size of newspapers as the work of a genius, declaring that daily journalism has become a scandalous waste of paper.

The Tribuna says Fascism desires faithfulness to fundamental central ideas and brief, succinct, basic consideration.

COLLEGE DAILY WINS \$35,000 LIBEL SUIT

Action Against Columbia (Mo.) Missourian Grew Out of Campaign for City Manager Form of Government—"Truth" Was the Defence

The *Columbia (Mo.) Missourian*, the general daily newspaper published by the School of Journalism of the University of Missouri, last week won a \$30,000 libel suit filed against it by Ira L. Davis, a member of the Columbia city council.

The suit grew out of a campaign for city manager form of government in Columbia.

The plaintiff alleged that he had been libeled in an article which stated that a public accountant's audit of the city expenditures showed that he had been paid a sum of money for machinery lent to the city.

The Missourian based its defense on the truth of the article. The newspaper filed a demurrer to the evidence given in court and the court held that the article was true and that it was not libelous and ordered the jury to return a verdict in favor of the Missourian.

GERMAN DAILY MOVES

Milwaukee Herold Now Printing From New Three-Story Home

The new home of the *Milwaukee Herold and Sonntagspost*, Milwaukee's German language daily, is completed and was occupied by all departments Monday.

The new structure contains three stories and basement with a frontage of 100 feet by 150 feet deep. Alleys on both sides of the building and a clearing in the rear gives light from all sides. It is conveniently located at 178-194 Seventh street between Grand avenue and Wells street. The entire frontage is finished in terra cotta brick. The newspaper completely refurbished its office with new desks and office equipment. The composing room is refurbished with new steel type cases and make-up tables. Monotype casters provide new type daily. Twelve linotypes machines were moved from the old plant to the new plant in 24 hours. The moving took place immediately following the last edition of the *Milwaukee Sonntagspost*, the Sunday

issue, on Saturday night and was set up and ready for operation by Monday morning. Complete dry mat equipment has been installed in the stereotype department.

The Milwaukee Herold has a high speed sextuple press with a capacity of 48 pages installed by the Goss Printing Press Company. Color fountains provide for color work.

The newspaper will occupy the entire main floor and basement of the new building. The second and third floors will house the North American Press, large printing and binding establishment.

The Milwaukee Herold was established in 1858. It has been housed in the Brumder Building, 105 Wells street, for the past 30 years.

The Herold officers are: President, Herman O. Brumder; vice-president, H. H. Coleman; treasurer, George F. Brumder; secretary, Herbert P. Brumder.

ADVERTISING REDUCES COST TO CONSUMERS

So Food Man Declares in Urging National Campaign to "Advertise Advertising"—Says Public Has Wrong Idea

A cooperative campaign by advertisers "to advertise advertising" was suggested by Austin W. Carpenter, sales manager of the Larowe Milling Company of Toledo, at a joint convention last week in Buffalo of the Mutual Millers and Feed Dealers Association and the Eastern Federation of Field Merchants.

Mr. Carpenter declared interests are at work endeavoring to poison the minds of consumers of food stuffs with the idea that large advertising campaigns of the producers of these commodities are adding greatly to retail cost. He declared his own company's large but judicious investment in advertising had been largely responsible for an increased sales volume which had enabled it to reduce its per unit cost of producing its product to the lowest point of all time in spite of higher wages, purchase of new equipment and other added costs.

The speaker recommended that large advertisers of food products get together in a national advertising campaign to convince consumers of the merits of advertising in reducing ultimate consumer cost of merchandise. He asserted repeated experience has shown the consumer profits more by advertising than the producer and cited the development of the automobile industry in this country to prove his contention.

Journalism Professor Advanced

Dr. S. V. Sanford, head of the Henry W. Grady School of Journalism, University of Georgia, has been made dean of the University and president of Franklin College, liberal arts division, by the board of trustees. John E. Drewry, adjunct professor of journalism was promoted to associate professor.

CALIFORNIA WINS VIRGINIA PIRATE CHEST



CALIFORNIA has won the Virginia Pirate Chest, the first prize in the National Editorial Association contest. It was awarded at the 1926 convention of the Association in Los Angeles this week. Last year Virginia agreed to unearth her treasures and make suitable presentation of them at the conven-

tion to the State obtaining most membership for the association. The above is a replica of the chest and a tableau depicting its burial, together with the pirate queen whose tongue had become too sharp for her lord and master. The scene is the coast near Cape Henry, Va. where the picture was taken.

Capper Birthday Picnic, July 14

Senator Arthur Capper, publisher of the *Topeka Daily Capital* and head of the Capper Publications, will give his annual picnic for Topeka children in celebration of his birthday at Garfield Park, Topeka, July 14. This is the 18th

annual celebration of the event. Mr. Capper has leased the park for the entire day, with all of the concessions. Free transportation will be furnished the children to and from the park as well as free admission to all of the amusements and free refreshments. A large attendance of children is anticipated.

The INDIANAPOLIS

In the 26 publication days of May, The Indianapolis News published 416,232 lines of national advertising, surpassing the new record of 396,486 lines in April, both of which exceeded every other month in history. For 8 consecutive months a new record each month!

Dan A. Carroll
110 E. 42nd
NEW YORK

J. E. Lutz
Tower Bldg.
CHICAGO

NEWS

Frank T. Carroll,
Advertising Director

252,330

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

May, 1926

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of May, 1926, was 192,051.

Everything in Baltimore
Revolves Around

THE  SUN

Morning Evening Sunday

Buffalo Had Six Dailies Now It Has Only Three

ADVERTISING problems relating to coverage of Western New York have been simplified overnight by the merger of the Buffalo Courier, the Buffalo Express and Buffalo Daily Star.

From three daily papers with combined circulations of more than 160,000 we have developed one great metropolitan morning paper, alone in its field and reaching an audience heretofore accessible only by the use of three separate media.

One Sunday paper has been created from two which had a combined circulation of more than 170,000 copies. This paper, the Sunday Courier and Express, will have the largest circulation of any newspaper in the state outside of New York City.

In cleaning up the Buffalo situation we feel that we have rendered a signal service to the advertiser, giving him a medium that will thoroughly cover the Western New York field at the lowest possible cost.

Buffalo Courier BUFFALO EXPRESS

W. J. Conners, Jr., Publisher

Burrows Matthews, Editor

LORENZEN & THOMPSON
19 W. 44th Street, New York
Publishers' Direct Representatives

EDITORIAL

MEETING CHARGES OF MALICE

IT is often a simple matter for a zealous lawyer to distort a newspaper's attitude toward a libel claimant into one of malice. We have all watched the shyster as he wept on the jury's shoulder with some such false but telling argument as this: "This brutal editor had no pity for this poor woman. This libelous article drags her in the mire for the mere sake of sensation and that, gentlemen, was for profit. This article plainly shows that the writer held my client in contempt and gloried in her misfortune and that the editor of the paper became a party to that malicious attitude when he published this libel," etc.

Every reporter should carry in his pocket a letter of instruction from his editor, which outlines the policy of the paper toward persons and institutions written about in the news. The same general instructions should be printed and conspicuously hung in the city room. These instructions should be approved by local counsel. The following dozen points are offered as the basis of general instructions: (1) This paper, as a matter of honor and decency, subscribes to the principle of live and let live and has no prejudice or grudge against any person, class, race, party or institution which lives within the law; (2) reporters and editors are instructed to act the part of gentlemen in their work and write of strangers with full consideration of their rights and interests; (3) it is the reporter's business to relate to the public through the medium of the newspaper those facts concerning people and things of which society by custom is entitled to have knowledge; (4) accuracy of statement, insofar as it is possible to discern and describe truth, is demanded of every writer for this paper; (5) any writer who uses his privilege to vent personal ill-will toward any person or institution written about, or for any other selfish end, is disloyal to this newspaper and violates the first tenet of the code of ethics governing American journalism; (6) the principle upon which this newspaper's editorial conduct is founded is one of service to the public welfare, and your treatment of individuals must be consistent with this policy; (7) freedom of the press is not a license, but a grave obligation; (8) keep faith with individuals with whom you come in contact, even as you keep faith with the readers of this newspaper; (9) you are trusted not to invade private rights of individuals without sure warrant of service to readers of this paper; (10) investigate before you write and by all means avoid mistakes, but if you do make a mistake and discover it, report promptly to your editor and thus give him opportunity to make such correction as may be possible; (11) act and write fairly, impartially, decently, carefully, with the sole object of telling the readers of this newspaper what they are entitled to know concerning the world in which they live; (12) in other words, play the part of a gentleman, good journalist and good American.

Secret of youth: Every morning begin your newspaper experience all over again.

A CLASSIC EXAMPLE

IF by chance any reader of EDITOR & PUBLISHER, who is interested in local advertising, missed reading Frank E. Tripp's thrilling story of how newspaper space saved the independent grocers of Elmira, N. Y., from annihilation by chain store competition, it is respectfully suggested that last week's issue of this newspaper be consulted without delay.

It is a classic example of enterprise, public service and common-sense methods of meeting the science of the chain store. Moreover, Mr. Tripp's achievement, which won for him the Shuman cup, is one of the most inspiring stories we have heard in the advertising field in many a day.

Is the chain grocery store a problem in your city? With page 8 of last week's EDITOR & PUBLISHER in hand any enterprising newspaper man might proceed to make local application of the Tripp plan. Indeed, the success of the Elmira grocers may suggest a means of relief from chain store opposition for local merchants in other lines of trade.

In our opinion, the important lesson to learn from Mr. Tripp's story is that when newspaper men get ground-floor understanding of local merchandising problems and apply the magic of the newspaper, they are in big business for themselves, their papers and their communities.



If thou seest the oppression of the poor, and violent perverting of judgment and justice in a province, marvel not at the matter: for he that is higher than the highest regardeth; and there be higher than the high.—Ecclesiastes; 8.

JAPAN'S STRANGE REPLY

ANSWERING an editorial recently appearing in EDITOR & PUBLISHER and widely reproduced in the Far East, Tetsuo Kuwayama, Japan's Minister of Communications, did not dispute our claim that his Government is standing in the way of reasonably priced radio communication across the Pacific, but promised relief—in four years. The Minister told of a Government project to erect a new Japanese radio station that would cut press tolls between America and Japan and said that service might be expected in 1930.

This, of course, permits the matter to stand where it is. It is inconceivable that an enlightened nation would permit the temporary profits of a communications monopoly to embarrass the exchange of public information upon which two great peoples are forming opinions in international affairs. Pacific press rates are prohibitive. Japan is responsible for the blockade. If that nation desires to open the channels of news she may do so in four months, rather than four years.

Italian newspapers are reduced to six-page maximum, but what good are six or 60 pages if editorial expression is controlled by a dictator?

JULY FOURTH, 1776

HOW did the principal newspapers of England record the big "flash" of 150 years ago?

Hayden Church recently investigated the subject for the North American Alliance and found that it was not until five weeks after the signing of the Declaration of Independence that the news reached London. Even then editors did not get excited about it, but gave their first pages to theatrical news, letters to the editor, financial advertisements and casual gossip, while the tidings from Philadelphia were tucked into obscure corners of back pages.

Morning Post alone commented editorially on the news, with the following classic bunk:

"Though the Congress have at last carried out their favorite point, in voting, by a small majority, the United Colonies free and independent states, it will prove the most impolitic measure they could have devised; it has already driven most of the dispassionate members from their councils and caused a general desertion through their camps; if their declaration of independence was founded on view of forming allies with some powerful European, the absurdity of the idea will soon be manifest."

The "absurd idea" was realized almost immediately. Mr. Church found that in Revolutionary days four or five weeks were required for news to reach England from America and, though the first blood was spilled for American independence on April 19, 1775, it was not until May 30 that the people of England learned how "the embattled farmers stood, and fired the shot heard round the world." Washington became Commander-in-Chief of the American Army on July 2, but England did not learn of this until September 4. The news of the signing of Thomas Jefferson's epochal declaration on July 4, reached London, August 12. Five days later the historic document was published in full text by the leading English newspapers. But there was no comment on the fact that this was one of the greatest expositions of principle ever committed to paper, editors merely attempting to discount it by disparaging remarks about "defiance," "empty gesture" and "ill-advised act."

Prophecy was poor editorial stuff then as now.

A PRIZE OFFER

C. W. BARRON, publisher of the *Wall Street Journal*, this week gave a demonstration of what he thinks the card advertising rates of the daily press amount to and also reveals his frank judgment of average editorial responsibility.

He sent to publishers a circular letter advising that he was interested in the sale of certain books by Swedenborg, offered for a price in the name of a Boston agent. Enclosed was a publicity article of 574 lines, illustrated by portraits of Swedenborg, Galli-Curci and Mr. Barron himself. There was also enclosed a display book advertisement of 308 lines, and this is what Mr. Barron said he was willing to do:

(1) Publication of the article, giving publicity to the books, to a public singer, to Barron and to Henry Ford's *Dearborn Independent*, "entitled" the newspaper to a single insertion of the display advertisement at regular rates.

(2) If this proposal was accepted the publisher should ask for a mat or plate of the illustrations.

(3) "This and ANY FURTHER ADVERTISING (the caps are ours) should be billed to Doremus and Company Advertising Agency, of which agency I am also president," said Mr. Barron.

(4) Request was made for two copies of the paper containing, not the display advertising, but the publicity, addressed to Mr. Barron's palatial home, "The Oaks," Cohasset, Mass.

Aside from the point of subsidizing editorial columns, our readers may be interested in a strictly business analysis of the famous Wall Street publisher's proposal:

Newspaper in Middle West town with 3,400 circulation publishes the Barron publicity and display advertisement. At regular national minimum rate of 2 cents per line the publicity would displace space worth \$11.48. The display advertisement of 308 lines figures \$6.16, less 92 cents for Mr. Barron's advertising agency, or a net of \$5.23, assuming that the agency does not discount the bill 2 per cent for early payment. The paper retails for 2 cents a copy and as 2 checking copies go to the agency and 2 more go to "The Oaks" it would be fair to charge off 8 cents for copies, and naturally a couple of letters will be written, costing five cents each. It looks like a transaction worth about \$5 to the publisher of this newspaper. On that basis Mr. Barron will have succeeded in cutting the card rate by approximately two-thirds.

This is one of the poorest and most transparent business proposals that has ever emanated from Wall Street, which is uttering a mouthful. But we do not doubt that "The Oaks" will be littered with marked copies of newspapers. EDITOR & PUBLISHER offers 100 shares of Nutmeg, pf., as a prize to any advertiser who will work Barron's wrinkle on the *Wall Street Journal*.

Harry Thaw succeeded in getting first page spreads across the land on a faked wife reconciliation story, neatly hooking the publicity to a book advertising venture. Who's looney now?

CAN'T BE DONE

HEYWOOD BROWN points out that the show, "Bunk of 1926," went broke and closed, not because of the play jury, the district attorney, the police or the efforts to suppress it, but because the public rejected it. It lost money every week except the one following the play jury's demand that it be closed. Mr. Brown thinks the moral is that the American public can be depended upon to decide for itself what is fit or foul.

This is also the case with newspapers. No positively indecent newspaper can force its way through to success in this country. A few newspapers come to mind as we write, whose amateur editors attempt short-cuts to circulation by occasional exhibitions of pruriency, but we observe reactions of thud force each time they try it. Not one is a sound success. Mr. Brown says that theatre-goers need no guardianship, and that goes for newspaper readers, too.

Put a stubborn executive problem on the operating table in the presence of the staff and perhaps the office boy will be able to tell how it may be safely amputated.

PERSONAL

WILLIAM ALLEN WHITE, editor of the *Emporia (Kan.) Gazette*, accompanied by Mrs. White sailed June 23 for Europe.

Bernard M. Wynkoop, editor and manager of the *Jackson (Mich.) Citizen Patriot*, and Mrs. Wynkoop, have sailed from New York for a two months' trip abroad.

Fritz Schotthofer, editor of the *Frankfurter Zeitung*, Berlin, has been visiting his brother Joseph Schotthofer, near Salem, Ore. He came to this country at the request of Columbia University and the Carnegie Institute to speak upon industrial conditions in Germany.

Judge King Dykeman, publisher of the *Seattle Post-Intelligencer*, was the principal speaker at the graduation exercises at Hill Military Academy, Portland, Ore., recently.

S. G. Goldthwaite, publisher of the *Boone (Ia.) Republican-News*, who attended the reunion of his class at Brown University, Providence, R. I., was in New York the past week on his way home.

Ben S. Mickel, owner-editor of the *Soldier (Kan.) Clipper*, was recently reappointed postmaster of Soldier.

IN THE BUSINESS OFFICE

G. B. WILLIAMS, secretary-treasurer of the *Geneva (N. Y.) Daily Times*, will leave shortly for a three weeks' hiking and canoeing trip in the Puget Sound region.

Joseph L. Jernegan, for the past five years assistant classified advertising manager, *Chicago Herald and Examiner*, has joined the display advertising staff in the automobile department.

Norman F. Rall, of the cashier's department, *Newark Evening News*, is making an automobile trip to the West.

Anton Jepperson, of the business staff, *Mason City (Ia.) Globe Gazette*, left July 3 for a three-month's automobile trip through the West.

F. O. Larson, business manager, *Tulsa (Okla.) World* is in New York on business. Mr. Larson also attended the advertising convention at Philadelphia.

Earle A. Smith has joined the advertising staff of the *Mason City (Ia.) Globe Gazette*, succeeding Lester Laidig who resigned to join Hess Bros., Rockford, Ill.

Paul W. Denman has been promoted from advertising manager to business manager of the *Plant City (Fla.) Daily Courier*. Norman C. Moyle, solicitor, has been made advertising manager.

Elmer T. Ellison formerly with the *Mason City (Ia.) Globe Gazette* has been named advertising manager of the *Newton (Ia.) Daily News*. Frederick Schnerler is taking his place on the Gazette staff.

Henry J. Auth, general manager of the *Newark Star-Eagle* has returned to his desk after an illness.

IN THE EDITORIAL ROOMS

WARRE B. WELLS, of the *New York Herald Tribune's* London office, will arrive early in July for a visit to this country. Wells was the Irish correspondent for the Herald Tribune, and covered the Irish rebellion.

T. E. Brooks, city editor, *Altoona Tribune*, has been promoted to news editor.

Stuart P. Sherman, book editor of the *New York Herald Tribune* will deliver a course of lectures on literature at the summer session of the University of Colorado, Colorado Springs, during July and August.

George Egbert recently joined the *Knoxville Free Press* staff.

Bruce Rae, of the *New York Times* staff and Ishbel Ross, his wife, of the *New York Herald Tribune*, have left for a three weeks' vacation in Canada.

James A. Stuart, managing editor of the *Indianapolis Star* and former editor

of the *Rocky Mountain News* and *Denver Times*, visited the News-Times office while in Denver for the recent convention of Rotary International.

Leland F. Stowe, staff reporter, *New York Herald Tribune*, sails in about two weeks for Paris to become assistant to Wilbur Forrest, Herald Tribune correspondent in Paris. Stowe will take the place of Foster Dulles, who returns to this country for a leave of absence.

George Breed of the Orange bureau staff of the *Newark Evening News*, is spending his vacation at Cape Cod.

Waite Arnold recently joined the *Tulsa (Okla.) World* reportorial staff.

Fred Ross has been named automobile and sports editor of the *Vancouver (Wash.) Evening Columbian*.

T. Y. Brownlow, is the new editor of the *Republic News-Miner*. R. A. McCall, recent editor and manager, has gone to Puyette, Idaho, to continue in newspaper work.

David Lidman, who recently left the *Richmond (Va.) Times-Dispatch* to manage a theater in Bethlehem, Pa., will rejoin the Richmond newspaper.

Marshall Smith, real estate editor, *Tulsa (Okla.) World* left Monday for a two weeks' tour through Eastern Oklahoma.

Miss Lillian Franklin, reporter for the *Richmond (Va.) Times-Dispatch*, will leave shortly for a vacation in Bermuda.

Edward Connelly, formerly of the *New York Journal of Commerce*, is in charge of the newly established insurance department of the *New York Herald Tribune*.

Sol Abramson, junior at the University of Oregon, is working this summer as copy reader on the *Vancouver (Wash.) Evening Columbian*.

Eugene V. Lokey has left the *New York Herald Tribune's* financial department to join the *New York Times*.

Dave Herman has been made assistant sporting editor of the *Richmond (Va.) Times-Dispatch* vice George Netherwood, who has been made sporting editor of the *Petersburg (Va.) Index-Progress*.

Arthur Tiernan recently resigned as assistant sports editor, *Indianapolis Star* to become advertising manager of the Carl H. Wallerich Auto Sales Company of Indianapolis.

Paul Robarts, city hall reporter, *Tulsa (Okla.) World* has returned from a two-weeks' vacation in the Ozark Hills.

Robert G. Tucker, dramatic editor, *Indianapolis Star* has been granted a leave of absence. He plans to spend the summer months in Los Angeles.

Fred O. Seibel, until recently cartoonist on the *Albany (N. Y.) Knickerbocker-Press*, is now chief cartoonist of the *Richmond (Va.) Times-Dispatch*.

FOLKS WORTH KNOWING

CHARLES E. ROGERS, associate professor of industrial journalism at the Kansas State Agricultural College, Manhattan, Kan., was recently appointed head of the department of journalism, filling the vacancy caused by the resignation of Prof. Nelson Antrim Crawford.



CHARLES E. ROGERS

In 1919, Mr. Rogers joined the staff of the Kansas State Agricultural College. Since then, the journalism enrollment has doubled and the department faculty has increased from four to six instructors.

Mr. Rogers is co-author of a new journalism text book, entitled "Agricultural Journalism" and is also the publisher of two bulletins "Stories Farm Paper Editors Want," and "How to Gather and Write Farm News."

He is vice-president of the American Association of Agricultural Editors, and is a member of Sigma Delta Chi, University of Oklahoma, '14, and of the American Association of Teachers of Journalism.

H. Sunby-Hansen, Joseph B. Phillips, Harold A. Holbrook, and Edwin B. Lough are recent additions to the *New York Herald Tribune* staff.

Jack Grimes, proofreader, *Tulsa (Okla.) World* and Mrs. Grimes are parents of an eight-pound boy.

Homer M. Price has returned to the *Marshall (Tex.) News* as editor. He founded the paper several years ago and sold in 1925.

Paul R. Leach, Washington correspondent of the *Chicago Daily News*, has returned to the Chicago office of the News.

Ray Humphreys, for three years general assignment man on the *Denver Post*, has resigned to devote his time to fiction.

W. A. S. Douglas of the *Baltimore Sun* has been named Chicago correspondent.

Martin Stevers, formerly with the Chicago editorial office of Liberty, is now a member of the *Chicago Tribune's* business survey, preparing copy for WGN, radio station.

Henry Justin Smith, managing editor of the *Chicago Daily News*, has left with Mrs. Smith for a two-months' stay in Paris.

(Continued on page 30)

DICKEY'S DOGS



Bark You a Glorious Fourth of July!

They "Speak" for themselves — Let them speak to your readers.

WHISTLE

for Buddie, Bucky, and Angus

the Inimitable Creations of ROBERT L. DICKEY The National Dog Artist and they will come for a romp!

Once-a-week - In 3-Col. Size

Metropolitan Newspaper Service

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

150 Nassau St., New York City

Worth While Fiction

THREE months ago the Central Press Association inaugurated its present policy of supplying to its clients fiction by noted American authors. This step forward has met with the warm approval of the hundreds of users of our service.

Our first serial number under the new policy was "That Terrible Thorne Girl," by Frederick Arnold Kummer. It went over big everywhere. On June 28 we started releasing a splendid new serial by Samuel Merwin. Papers subscribing for our service now will receive back installments of this serial without extra charge.

These serials are a part of our regular daily budget service, which includes a splendid line of features, editorial cartoons by Cargill, up-to-the-minute news mats, sports, women's page material, etc. Write or wire today for samples and prices.

The Central Press Association

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

(Continued from page 29)

Charles L. Lancaster, city editor of the *Pittsburgh Sun*, has left on a vacation trip to Florida.

Elias Tobenkin who spent eight weeks in Russia making a survey of conditions there for, the *New York Herald Tribune*, arrived in New York June 19.

Charles Milne has joined the staff of the *Montreal (Que.) Daily World* as sporting editor.

HOLDING NEW POSTS

W. M. WATT from reporter to copy desk, *Tulsa World*.

H. L. McCleary, from *San Antonio Evening News* reportorial staff, to night news editor, *Waco News-Tribune*.

George W. Munford, from night telegraph editor, *Jackson (Mich.) Citizen Patriot*, to staff, *Springfield (Ill.) State Register*.

Edward F. Hall, from *New York Herald Tribune* staff, to *New York Times*.

George S. Willard, from *Waterloo (Ia.) Tribune*, to *Jackson (Mich.) Citizen Patriot* as night state editor.

James F. Bechtel, from reporter *Cincinnati Commercial*, to *Jeffersonville (Ind.) Evening News*, as reporter.

WITH THE SPECIALS

HOWLAND and Howland, newspaper representatives, New York, have been appointed to represent the *Asbury Park (N. J.) Press*, effective Aug. 1.

Kelly-Smith Company, New York, has been appointed to represent the *Watertown (N. Y.) Standard*.

J. P. McKinney & Son, special representatives, New York, have been named to represent the *Newburgh (N. Y.) Daily News*.

MARRIED

HENRY CABOT LODGE, 2nd, of the staff of the *New York Herald Tribune's* Washington bureau, to Miss Emily E. Sears, of Boston, at Beverly, Mass., July 1. Mr. Lodge has taken a six months' leave of absence from his paper and with Mrs. Lodge will tour Europe.

David J. Whichard, Jr., proprietor of the *Greenville (N. C.) Daily Reflector*, to Miss Virginia Young Suther, of Goldsboro, N. C., recently.

Finley P. Curtis, Johnson City, Tenn., newspaperman, to Miss Ruth Wyatt, of Columbus, Miss., in Knoxville recently.

James W. Wilson, manager, *Lankersheim (Cal.) Press*, to Mrs. Nena Evelyn Smith of Hollywood.

Ewing C. Scott, son of Charles F. Scott, owner and editor of the *Iola (Kan.) Register*, to Miss Dorothy Carnine at Colorado Springs, June 24.

C. N. Coghlan, circulation manager, *Youngstown (O.) Telegram*, to Miss Ruth Fitzgerald of the Firestone Tire and Rubber Company of Akron, June 19.

George Trotter of the *Chicago Tribune* composing room, to Miss Marie Byrnes, May 22.

John Hunton of the classified department, *Chicago Tribune*, to Miss Maryellen Rogers, June 26.

James D. Murphy, classified ad solicitor for the *Chicago Tribune*, to Georgia M. Henrici, June 19.

Alvin H. Ursprung of the *Chicago Tribune's* composing room, to Miss Johanna Bauer of Milwaukee, June 19.

Robert E. Williams, city editor of the *Raleigh (N. C.) News and Observer*, to Miss Anna Cowan Strong, in Raleigh, June 26.

CHANGES OF OWNERSHIP

STANWOOD (Wash.) NEWS was recently purchased by C. F. Brown former part owner and editor of the *Palouse Republic*.

Colfax (Wash.) Commoner was recently purchased by S. E. Ratliff.

Manhattan Beach (Cal.) News is now

being edited by **Edwin H. Badger**, formerly publisher of the *El Segundo (Cal.) Herald*.

East Long Beach (Cal.) Star-Progress has been sold by R. M. Durkee to T. F. Pfanstiel and W. J. Brunton.

A holding company headed by Fred M. Harrison, of the *Gallatin (Mo.) North Missourian*, has purchased the *Gallatin Democrat* and the two papers will be merged later. Herschel M. Colbert was former owner of the Democrat.

Norman H. Parks, editor and publisher of the *Holtville (Cal.) Tribune*, has sold his interest in the paper to George Bennitt of Hollywood. Bennitt was formerly connected with the *El Centro (Cal.) Imperial Valley Press*.

Phil L. Nicar, receiver for the *Mishawaka (Ind.) Enterprise*, announced June 25 that the business had been sold to Ralph H. Jernegan, formerly a stockholder. Jernegan will continue the publication of the paper.

SPECIAL EDITIONS

KANSAS CITY JOURNAL, 32-page section devoted to the Piggly Wiggly Bird Stores in Greater Kansas City, June 21.

Bellefontaine (O.) Daily Examiner, 22-page special sale number, June 19.

Albany (N. Y.) Knickerbocker Press, tabloid Vacation Guide section June 13.

Houston Chronicle, 12-page section commemorating 39th anniversary Levy Brothers Dry Goods Company, June 21.

Boston Sunday Herald, 86-page annual summer resort number, June 27.

Quincy (Mass.) Patriot Ledger, high school graduation number, June 24.

Amarillo (Tex.) News-Globe, 126-page edition in honor of the West Texas Chamber of Commerce, June 20.

Boston Evening Transcript, 80-page annual summer resort and travel edition, June 26.

Peekskill (N. Y.) Evening Star commencement number for graduates of local high school, June 22.

Chelsea (Mass.) Evening Record, 16-page "Trade In Chelsea Week" edition, June 25.

NEW PLANTS AND EQUIPMENT

WORK on a new home for the *Wichita Falls (Tex.) Daily Times* has been started. The building will be two stories high and of the latest type newspaper construction. New equipment has been ordered.

Rushville (N. Y.) Community Leader has purchased a site and will erect a new building.

Additional space in the building of the *Burlington (Kan.) Daily Republican* has been provided for a new Duplex press, John Redmond is editor and publisher.

Toronto Mail and Empire is installing an 8-Unit Z-Pattern Superspeed Balcony Type Hoe press.

ASSOCIATIONS

RICHMOND ADVERTISING CLUB and the Retail Merchants' Association of Richmond staged a golf tournament recently under the auspices of the *News-Leader*. Several cups were given by the newspaper.

More than 100 members of the **BRITISH COLUMBIA INSTITUTE OF JOURNALISTS** were the guests of the Union Steamship Company and the P. G. E. railway on an outing trip to Rainbow Lodge, Alto Lake, recently.

INDIANA REPUBLICAN EDITORIAL ASSOCIATION gathered in Fort Wayne in a four-day session last week to lay plans for the coming election campaign.

WASHINGTON PRESS ASSOCIATION is carrying on a campaign of development called the "Awakening of Washington" through its news and editorial columns with the purpose of awakening the people of that state to the possibilities of its future.

MEDINA (N. Y.) ADVERTISING CLUB plans to issue a quarterly journal to be known as *The Golden Rule* in the in-

terests of farm trade shopping in that city.

MISSOURI STATE PRESS ASSOCIATION will hold its fall meeting at Cape Girardeau, Sept. 23-24-25. The editors will assemble in St. Louis the morning of Sept 23 and take a boat down the Mississippi to the convention city, arriving at 5 p. m.

Henry E. Miller, head of the advertising agency bearing his name, was recently elected chairman of the local chapter of the **CALIFORNIA ADVERTISING SERVICE ASSOCIATION**. Miller succeeds Barton A. Stebbins, of the Logan & Stebbins agency. Maurice M. Mummert of Stutzman & Mummert was elected secretary, succeeding Milton S. Weinberg of the Milton S. Weinberg Agency.

PRESS ASSOCIATION NOTES

LEO T. HEATLEY, assistant city editor, is acting city editor of the Standard News Association, New York, during the vacation of Gerald D. Murray, city editor, who is spending a month in Canada.

ON THE MECHANICAL SIDE

FRED TALCOTT has resigned from the pressroom of the *Chicago Herald and Examiner* to take over a large orchard in Texas which he inherited.

Printing Exhibit Planned

A printers' exposition under the auspices of the Club of Printing House Craftsmen will be held at the Grand Central Palace, New York, opening Labor Day, Sept. 5, 1927, and closing Sept. 17.

FLASHES

One puzzling thing is how these women who do the shooting ever manage to conceal the weapon.—*Nashville Banner*.

A Washington lady weighing 330 pounds is charging her husband with cruelty by beating her and dragging her around the room. A beauty parlor would charge her a stiff bill for similar services.—*Dallas News*.

"What," queries the fashion department of the *Omaha Bee*, "has become of the old-fashioned sash?" It still abounds, dearie, only nowadays it is called a skirt.—*New York World*.

It is becoming harder for girls to get by with stockings that are not silk all the way.—*Florence (Ala.) Herald*.

Farm relief, in the old days, consisted of a tall unshorn individual who was paid \$30 a month and found.—*Detroit News*.

"When does cider change to vinegar?" inquires an earnest seeker. Well, in these piping times of prohibition, very rarely indeed.—*Nashville Banner*.

We shudder to think what scientists would reconstruct if they should dig up some well-known skulls of this age.—*West Palm Beach Post*.

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.

CONTINUOUS COMPOSITION

ON THE **TRADE LINOTYPE MARK** MODEL 26

MENSE SURPLUS

LARGE RECEIPTS FOR NEW LOAN

What with the laundry to pay them and he you you that contract and is now much w he came in. d J. Danziger and Company of the country in Stamford is Clougher's as as a short-would like to be admitted. that was so The whole n September, o come back, was a short-he never dis-of office: e first check, h. H. Fox m he wanted that came in im he should lter Danziger other's home about 90 per N "This is a he answered, y questions. few others." Sunday night restaurants. . . tinue pay- and the whip he could shut or occupancy friend. They ty-five times and Danziger Othe District hadn't made r in the year was, 1925, he we \$100,000." he charges in t upon which -said that he o telephoned n his valet," nager's home llagher came tomobile and n Miss Helen d they, saw it erward as she when in the uman events hat with the undry to pay tell you that contract and ofhow much as coming in ziger and Co. T telephoned SMiss Helen e she saw it omobile and rdinary time

Mellon Announces Refunding of Securities is Unnecessary for First Time Since the War.

DEBT CUT OF \$85,000,000

Income and Other Tax Payments Will Run Beyond the Earlier Estimates of Treasury.

WASHINGTON—Government receipts from income taxes and other sources are exceeding estimates by so wide a margin that it will be possible to meet all current expenditures for the rest of the fiscal year and retire approximately \$333,700,000 of the short term debt which matures on June 15 without resort to further borrowing this month, according to an announcement made today by Secretary Mellon.

This means that, for the first time since the Government started its program for handling the public debt following the end of the World War in 1919, there will be no quarterly offering of short term securities for refunding purposes. It also indicates that the surplus of ordinary expenditures over ordinary receipts at the close of the fiscal year on June 30 may be \$400,000,000 or more, and that public debt retirement

Body Type: 6½ Point Ionic No. 5

STENOGRAPHER, one familiar with calculations. Address F 29, P. O. Box 3443

TELEPHONE OPERATOR, for night work, on private branch; good pay; steady work; state age and experience. P 518, Ledger Office.

YOUNG LADY for clerical work; good writer; state age, experience and salary expected. Address "E-55," P. O. Box 3500.

YOUNG LADY for general office work; state experience and salary. P 419, Ledger Office.

DESIRABLE TRAVELING POSITION will be vacant Dec. 1; acceptable applicant must be 28 to 45 years old, with high-school or college education; an unmarried woman or widow without incumbences preferred; pleasing personality and adaptability essential; no investment necessary; no experience required; position permanent, with advancement; will pay right party excellent salary.

5¼ Point No. 4 with Bold Face Cond. No. 2



You can carry your display heads in the two auxiliary magazines (two fonts of caps and figures)



A touch on the shift-key changes the keyboard action to one of the main magazines and you can set the sub-head



Lift a lever and the other main magazine is instantly brought into operative position ready to set the body matter



If you want other faces for classified or display ads, the magazines can be quickly changed and are all interchangeable with other Linotypes

MERGENTHALER LINOTYPE COMPANY

SAN FRANCISCO CHICAGO
NEW ORLEANS

BROOKLYN, NEW YORK

Representatives in the Principal Cities of the World

CANADIAN LINOTYPE LIMITED,
TORONTO

ADVERTISING AGENCY AFFAIRS

Merritt Bond, Former M. E. of New York Evening Post, Joins Barton, Durstine & Osborn—Joseph Agency Opens Unique Building in Cincinnati—Denver Agent Visits New York

MMERRITT BOND, former managing editor of the *New York Evening Post*, who was succeeded July 1, by Ralph Renaud, formerly of the *New York Herald Tribune*, has joined the staff of Barton, Durstine & Osborn, Inc., New York advertising agency, effective July 6.

Mr. Bond came to New York from Philadelphia to become managing editor of the *Evening Post* in February, 1924, shortly after that newspaper was purchased by Cyrus H. K. Curtis. He had been managing editor of the *Philadelphia Public Ledger*.

After attending the University of Delaware, Mr. Bond started newspaper work as district man for the *Philadelphia Bulletin*, and later became a desk man for that newspaper. He transferred to the *Evening Public Ledger* in 1917 as assistant city editor, becoming city editor a year later. He was appointed managing editor in 1923.

Joseph Advertising Agency, Cincinnati, has opened its new building at 1801 Reading Road.

The building is designed of brick and stucco, ornamented with rough stones. At the top of the building is a gilded ink well, 6 feet in diameter. In the well is a quill, 10 feet tall.

Mr. Joseph came from Baltimore in 1908. He opened the agency in September, 1909. He is past president of the Advertising Agencies Council of Cincinnati.

Hart Conway Company, has been incorporated at Rochester to engage in a general advertising and publicity business. It has a capital of \$25,000. Principal directors are Henry L. Hart and William E. Conway, Rochester.

James A. Henderson, manager of the Denver office of the H. K. McCann Company, visited New York this week, following the Philadelphia advertising convention.

C. C. Winningham, Inc., Detroit advertising agency, has been appointed advertising and merchandising counsel for Larned, Carter & Co., makers of "Headlight" overalls and pants. The Winningham organization was recently incorporated and now occupies enlarged headquarters in the General Motors Building, Detroit.

James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies will address the American Photo-Engravers' Association, meeting in Detroit, July 23.

The team representing Calkins & Holden, Inc., defeated Barton, Durstine & Osborn, Inc., 17 to 5 on June 25, becoming champion of the Advertising Agency Baseball League of New York. The championship nine was awarded a silver trophy donated by the Walker Engraving Company, and each member of the team received a silver loving cup donated by the *New York Herald Tribune*. Many advertising men saw the game.

WITH THE GENERAL ADVERTISERS

Pennsylvania Railroad's Advertising Begins with \$500,000 Appropriation—A. & P. Stores Plan to Increase Newspaper Space—Church & Dwight to Advertise

WITH an appropriation of \$500,000, the Pennsylvania Railroad has resumed advertising, using newspaper space in chief cities along its main line. J. Walter Thompson, Inc., handles the account.

The newspaper copy, according to present plans, will not run simultaneously. The campaign began last week in New York newspapers, and copy this week was placed in Chicago. The copy, 6,000 line display space, emphasizes the extent, speed and comfort of Pennsylvania service.

This is the first time the Pennsylvania has advertised nationally since the World War. In addition to newspapers, magazines and radio are being used.

The "lion's share" of an increased advertising appropriation will go to the newspapers, it was announced this week by the Great Atlantic & Pacific Tea Company's headquarters office in Jersey City, N. J. A half million dollars has been added to the chain store company's present appropriation of \$1,500,000. In addition to use of newspaper space, a magazine campaign is also being planned. A. G. Peart is director of advertising.

For the first time in its 80 years of history, the Church & Dwight Company, New York, manufacturer of Arm and Hammer brand and Cow brand baking soda (bicarbonate of soda), will shortly begin to advertise nationally. The account has been placed in the hands of Dorrance, Sullivan & Co., New York advertising agency.

The first advertising developed will take the form of a six months' newspaper campaign in cities and towns throughout New England, featuring medicinal and personal hygienic uses of bicarbonate of soda as well as its culinary purposes.

A sum of \$250,000 has been appropri-

Correction

A correspondent at Hickory, N. C., last week sent to EDITOR & PUBLISHER the mis-statement that the mid-summer convention of the North Carolina Press Association had occurred last week, whereas it is scheduled to take place July 21, 22 and 23. A wire correction came too late. EDITOR & PUBLISHER regrets the error.

New Plant for Nebraska Daily

The *McCook* (Neb.) *Daily Gazette* has announced plans for erection of a new two-story modern plant, 25 x 100 feet, with a full basement. The *Gazette* on July 1 this year celebrated its second birthday, having gone to a daily from a semi-weekly. H. D. Strunk, is editor and publisher.

Corporation, New York. Magazines and newspapers will be used.

Yost Advertising Company, St. Louis, announces a newspaper advertising campaign for "No-Mo-Nox," a chemical for reducing carbon in automobile motors, manufactured by Frier-Sturges, Inc., St. Louis.

Alice Foote MacDougall, New York, coffee and pottery, is planning to use newspapers and magazines in separate campaigns placed by W. I. Tracy, Inc., New York advertising agency.

O. C. Harn, manager of advertising of the National Lead Company, and president of the Audit Bureau of Circulations, has been elected president of the New York Sales Managers' Club.

Frank L. Erskine, who recently returned after having been advertising manager of the W. L. Douglas Shoe Company, Brockton, Mass., for the past 35 years, last week was presented a 32nd degree Masonic diamond ring by his business associates. The presentation was made at a banquet at which Major Patrick F. O'Keefe, president, P. F. O'Keefe Advertising Agency, Boston, president. Lester D. Morse has been appointed advertising manager of the Douglas company to succeed Mr. Erskine.

Harry King Tootle, who recently resigned as promotion manager of King Features Syndicate, to go with the Fruit Dispatch Company, has been appointed assistant to the vice-president and general manager with offices in the Whitehall Building, New York. The Fruit Dispatch is the selling subsidiary of the United Fruit Company and this year is reported to be spending \$500,000 in advertising.

Tribute Paid to Frank A. Munsey

The owners' committee of the New York Newspaper Publishers Association paid tribute to Frank A. Munsey late owner of the *New York Sun* and the *New York Evening Telegram*, in a resolution passed June 27.

DeFord's Term as Commissioner Ends

William A. DeFord's term as commissioner of the Board of Transportation of New York City expired this week. Mr. DeFord is the chief counsel of the Hearst Corporation. The political post carried a \$15,000 a year salary.

Daily Host to Newsboys

Newsboys and carriers of the *Chicago Daily Journal* were guests of the paper June 28 at the Journal's annual newsboys' night at White City, amusement park.

H. D. ROOSEN CO.

INKS

News, Comic, Rotogravure
Leaders in High Grade Colors

16 East 43rd Street New York City

Arthur S. Thompson
Manager, News Ink Dept.

The Ludlow--

A Great Factor in Building Beauty and Dignity

IN writing us recently Mr. Charles S. Bates, Advertising Manager of the *Miami Herald*, paid the Ludlow the following unsolicited compliment: "We consider our Ludlow equipment indispensable and credit it with being a great factor in building beauty and dignity into advertising copy appearing in our columns."



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street

New York: 63 Park Row
Boston: 261 Franklin Street

The Newspaper of Today is the Most Direct, Acceptable, Completely Covering, Readily Available, Economical and Resultful of All Advertising Mediums.



NEWSPAPER advertising now, more than ever, demonstrates its immediate availability, its instant adaptability, and its speedy responsiveness. You may send your sales message to every nook and corner of this broad land tomorrow if you like, or you may select your spots and sections, a score, a hundred, a thousand cities and towns, as you desire, or as manufacturing and transportation conditions advise.

We are the National Advertising Representatives of Twenty Progressive Newspapers in that many fine cities of the United States.

Our several offices are the offices of each of those publications, where complete files and data of all kinds concerning both field and publication are in readiness for anyone interested. Our traveling representatives are thoroughly familiar with the publications and the fields in which they circulate.

We are at all times prepared—in conjunction with their respective service departments—to provide valuable and useful merchandise surveys and information reports that will assist the manufacturer of any commodity, either in opening up the territory, or in extending distribution already under way.

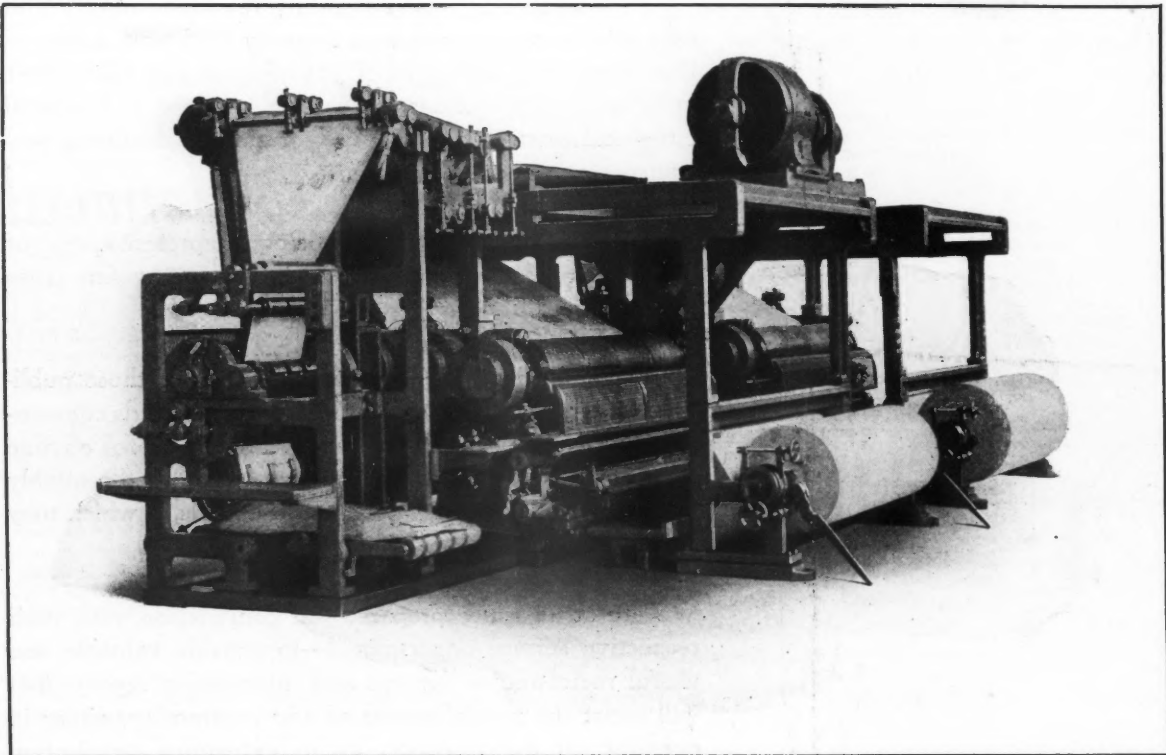
We bring to the advertising agency an intimate, complete and down-to-the-minute knowledge of market conditions and possibilities and of publicity outlets in the fields we cover, that will enable it to act with the decision, speed and assurance so largely contributing to satisfactory and successful service to its clients.

- 9 East 37th Street . . . NEW YORK
- Tribune Tower . . . CHICAGO
- Chemical Building . . . ST. LOUIS
- Healey Building . . . ATLANTA
- Sharon Building . SAN FRANCISCO
- Higgins Building . LOS ANGELES

THE JOHN BUDD COMPANY

National Advertising Representatives
of Newspapers

The BEE-LINE Press Enables the Smaller-City Daily



WOOD NEWSPAPER MACHINERY CORPO

ay Publisher to Step Out of the FLAT-BED Class—

*And into Modern, Economical
Rotary Press Production*

BECAUSE the BEE-LINE Press is expressly designed for the smaller-city daily publisher, it enables him to get away from the many limitations of flat-bed printing and adopt modern, economical, metropolitan-daily production methods sooner than any other existing press.

It produces a handsome sheet at high speed and low operating cost. It is compact, convenient and ultra-modern. It is easy to handle and cheap to install—requiring no pit.

The BEE-LINE Press is built in standard-size units; requires only a small, within-reason investment; and may be purchased on easy terms.

RPOATION, 501 Fifth Avenue, New York City

ELIMINATION OF WEAK NEWSPAPERS; SURVIVORS RULE THE FIELD

(Continued from page 3)

show that the newspaper fight is no longer defensive. It is not the solicitor's business nowadays to fight for the "newspaper's share of business" in competition with magazines, car cards, etc., etc. His principal antagonist is the man from another newspaper in his own city or one from a nearby metropolis which has presented a plausible story of universal coverage within a titanic radius.

The newspapers are first, where they were last if at all, on the lists of many national advertisers who have learned that national advertising with spotty distribution is largely money wasted. Last of all to realize the change, it seems, were the newspaper advertising men, whose old defensive-offensive program has become obsolete during the past twenty-four months.

Here is a story in point, related to the newspaper men's meeting at the Philadelphia advertising convention a few days ago:

"When a man comes to our office with an advertisement," the speaker said in substance, "one of the first things we do is to impress him that newspaper advertising is not on trial. Its ability to move goods that people want or might be induced to want has been proven long ago. We tell him to consider whether his product is exactly what he says it is and whether its market is actually what he thinks it is."

"If his advertising doesn't bring the results that he expected, we do not let him take the attitude of running down our newspaper or newspaper advertising in general. We prove to him that his copy or his product is at fault, or that he has chosen the wrong time, place, or price at which to sell it and we help him to remedy the defective condition whenever possible. But we do not let him doubt newspaper advertising!"

That would have been tall talk for a newspaper man even five years ago, but the hundred or more men in the meeting room at Philadelphia accepted it as commonplace. The "inferiority complex" ghost has been exorcised.

Detailed figures or circulation and advertising rate, together with other such interesting data as the population of the city and trading area, date of establishment of each newspaper and the authority for its circulation figures (Government Statement or A. B. C. reports), appear on following pages of this issue. The usual valuable summary, known to EDITOR & PUBLISHER readers for the past nine years as the "Ready Reckoner" of the cost of a campaign of advertising in one state, a group of states, or the entire nation, appears on page 4.

EDITOR & PUBLISHER would appreciate prompt notification of any errors that may be noted in the tabulation. Corrections will be promptly published.

City	Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
30,000	50,000	1877	Tucson	Arizona Star	(m)	5,559	.0375*	
				Sunday edition	(s)	5,662	.0375*	
		1870		Citizen	(e)	4,074	.0375*	
				Sunday edition	(s)	4,925	.0375*	
4,320	15,000	1925	Yuma	Herald	(e)	1,846	.03*	
		1906		Sun	(m)	1,836	.03*	
				Sunday edition	(s)	1,836	.03*	

ARKANSAS

3,311	1921	Arkadelphia	Siftings Herald	(e)	1,050	.014*
11,000	1903	Baytown	Courier-News	(e)	4,129	.035*
4,500	1920	Conway	News	(e)	950	.018*
4,564	1908	Conway	Log Cabin Democrat	(e)	1,199	.014*
25,000	1921	El Dorado	News	(m)	6,277	...
				Times	(e)	2,743	...
				Combined Daily	(me)	9,020	.07*
				Sunday edition	(s)	7,327	.07*
2,420	1881	Eureka Springs	Times-Echo	(e)011*
5,362	1894	Fayetteville	Democrat	(e)	2,020	.028*
35,000	1907	Fort Smith	Southwest American	(m)	12,624x	...
		1882		Times-Record	(e)	8,447x	...
				Combined Daily	(me)	21,071x	.08*
				Southwest Times-Record	(s)	23,706x	.08*
3,477	1876	Harrison	Times	(e)	1,000	.015*
9,112	1871	Helena	World	(e)025*
				Sunday edition	(s)025*
4,790	1923	Hope	Star of Hope	(e)018*
20,500	1880	Hot Springs	New Era	(e)025*
		1877		Sentinel-Record	(m)	3,517	.036
				Sunday edition	(s)	3,517	.036
9,384	1903	Jonesboro	Sun	(e)	2,218	.014*
		1906		Tribune	(e)	2,057	.021*
100,000	1871	Little Rock	Arkansas Democrat	(e)	25,919	.07*
				Sunday edition	(s)	30,733	.07*
		1819		Arkansas Gazette	(m)	39,358	.10*
				Sunday edition	(s)	47,946	.12*
		1917		News	(e)	10,701	.03*
5,000	1916	Malvern	Record	(e)011*
3,453	1898	Menard	Star	(e)018*
3,500	1901	Newport	Independent	(e)	700	.014*
6,306	1895	Paragould	Press	(e)	1,250	.025*
19,280	1881	Pine Bluff	Commercial	(e)	7,266	.035*
		1886		Graphic	(m)	5,437	.03*
				Sunday edition	(s)	5,437	.03*
2,691	1906	Prescott	News	(e)007*
3,318	1910	Rogers	Post	(e)	1,281	.015*
30,000	1922	Russellville	Citizen-Democrat	(e) (new daily)014*
2,836	1890	Searcy	Citizen	(e)	530	.014*
2,500	1910	Siloam Springs	Register	(e)014*
4,522	1920	Stuttgart	Arkansaswyer	(e)	800	.014*
30,609	1876	Texarkana	Gazette	(m)	9,428	.06*
				Sunday edition	(s)	9,870	.06*

* (Figure effective from March 7, '26, to March 31, '26. Consolidation of the Four States Press, Texarkana Journal, and Texarkanian took effect on March 7, '26.)

ENGLISH LANGUAGE DAILIES OF U. S. WITH CIRCULATIONS AND RATES

Circulation Figures Are Average Net Paid for Six Months Ending March 31, 1926, as Filed with Government or A. B. C. Advertising rates are those on General Contracts, effective June 1, 1926, on 5,000 lines. Copyright 1926 by the Editor & Publisher Co.

ALABAMA

City	Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
15,000	38,000	1911	Albany	Albany-Decatur Daily	(e)	3,736	.03*	
4,023	1924	Andalasia	Star	(e)	1,706	.025*	
17,734	78,000	1882	Anniston	Star	(e)	5,512	.035*	
				Sunday edition	(s)	5,512	.035*	
230,000	600,000	1870	Birmingham	Age-Herald	(m)	34,994	.09*	
				Sunday edition	(s)	50,639	.11*	
		1888		News	(e)	76,974	.18*	
				Sunday edition	(s)	88,952	.18*	
		1921		Post	(e)	48,636	.10*	
10,034	1908	Dothan	Eagle	(e)	1,996	.032*	
4,936	1889	Eufaula	Citizen	(e)018*	
17,000	65,000	1880	Florence	Times-News	(e)	3,175	.04*	
				Sunday edition	(s)	5,175	.05*	
19,125	150,000	1925	Gadsden	Star	(e)	3,168	.025*	
		1867		Times	(e)	5,897x	.05357*	
8,018	50,000	1910	Huntsville	Times	(e)	3,502x	.025*	
				Sunday edition	(s)	3,592x	.025*	
65,000	220,000	1881	Mobile	News-Item	(e)	11,993	.05*	
		1814		Register	(m)	20,427	.08*	
				Sunday edition	(s)	32,096	.10*	
				Combined Daily	(me)	32,420	.13*	
65,000	376,000	1828	Montgomery	Advertiser	(m)	15,970	.06*	
				Sunday edition	(s)	22,621	.08*	
		1888		Journal	(e)	17,889	.06*	
		1910		Times	(e)	7,589	.06*	
4,960	1888	Opelika	News	(e)	2,575	.014*	
15,589	54,697	1825	Selma	Times-Journal	(e)	5,714	.025*	
				Sunday edition	(s)	5,714	.035*	
11,500	1907	Sheffield & Tuscumbia	Tri-Cities Daily	(e)	2,350	.035*	
6,546	1909	Talladega	Home	(e)	1,501	.021*	
5,696	1892	Troy	Messenger	(e)018*	
11,996	1832	Tuscaloosa	News-Times Gazette	(e)	4,200	.036*	
				Sunday edition	(s)	4,200	.036*	

ARIZONA

9,205	60,000	1914	Bisbee	Ore	(e)	1,803	.032
		1898		Review	(m)	4,082	.035*
				Sunday edition	(s)	4,082	.035*
9,916	1901	Douglas	Dispatch	(e)	3,174	.036*
				Sunday edition	(s)	3,174	.036*
8,500	1913	Globe	Arizona Record	(m)	2,100	.036*
				Sunday edition	(s)	2,100	.036*
6,680	15,000	1919	Miami	Bulletin	(e)	2,271	.036*
		1878		Silver Belt	(e)	2,125	.036*
5,199	1914	Nogales	Herald	(e)	2,472	.036*
45,000	165,000	1880	Phoenix	Ariz. Gazette	(e)	12,265	.06*
		1890		Ariz. Republican	(m)	20,098	.07*
				Sunday edition	(s)	22,072	.08*
5,010	1881	Prescott	Courier	(e)	3,526	.021*
		1864		Journal-Miner	(m)	3,484	.03*
				Sunday edition	(s)	3,484	.03*

CALIFORNIA

28,800	1900	Alameda	Times-Star	(e)	4,243	.03
24,000	1924	Alhambra	Post-Advocate	(e)	6,380	.04*
				xx (Sold in combination with the Los Angeles Evening Express)			
7,500	Anaheim	Bulletin	(e)	3,945	.04*
24,222	1886	Bakerfield	Callifornian	(e)	9,167x	.045*
				Echo	(m)	3,176x	.04*
				Sunday edition	(s)	3,463x	.04*
55,886	1877	Berkeley	Gazette	(e)	7,401	.045
15,000	1903	Brawley	News	(e)	1,850	.025*
12,500	1906	Burlingame	Advance	(e)	2,775	.03*
7,028	1904	Calixico	Chronicle	(e)	1,382	.021
10,000	1869	Chico	Enterprise	(e)	2,193x	.03*
		1853		Record	(m)	2,120	.025*
				Sunday edition	(s)	2,120	.025*
2,935	1916	Coalinga	Record	(e)	1,040	.025*
8,700	1877	Colton	Courier	(e)	1,483	.025*
2,000	1863	Colusa	Sun	(e)	885	.021*
1,449	1918	Corning	Observer	(e)	725	.021*
5,657	1906	Corona	Independent	(e)	897	.021*
3,400	1909	Dinuba	Sentinel	(e)	1,546	.025*
5,464	1901	El Centro	Imperial Valley Press	(e)	2,000	.032*
2,200	1912	Escandido	Tim-Advocate	(e)	750	.021*
19,885	1872	Eureka	Humboldt Standard	(e)	4,906	.03*
		1852		Humboldt Times	(m)	5,182	.03
				Sunday edition	(s)	5,609	.03
54,966	125,000	1922	Fresno	Bee	(e)	26,680	.08*
				Sunday edition	(s)	25,661	.08*
		1876		Republican	(m)	29,287	.10*
				Sunday edition	(s)	29,712	.10*
11,000	1889	Fullerton	News-Tribune	(e)	3,753	.035*
3,800	1925	Glroy	Dispatch	(e)	976	.025*
13,536	1913	Glendale	News	(e)	7,634	.06*
		1921		xxPress	(e)	5,897	.04*
				xx (Sold in combination with the Los Angeles Evening Express)			
5,500	1863	Grass Valley	Union	(m)	1,582	.025*
				Sunday edition	(s)	1,583	.025*
2,500	1906	Gridley	Globe	(e)007*
5,888	1891	Hanford	Journal	(m)	1,595	.025*
				Sunday edition	(s)	1,595	.025*
		1886		Sentinel	(e)	1,634	.025*
5,000	1925	Hawthorne	Leader	(e)	680	.029*
5,000	1925	Hayward	Review	(e)	(New Daily) .021*
2,500	1919	Healdsburg	Tribune	(e)	645	.014*
2,781	1909	Hollister	Free Lance	(e)	1,187	.021*
100,000	1905	Hollywood	Citizen	(e)	5,045	.05
				Sunday edition	(s)	Free	...
		1921		xxNews	(e)	11,817	.05*
				xx (Sold in combination with the Los Angeles Evening Express)			
12,000						

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES

CALIFORNIA—Continued

City	Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
3,898	12,000	1900	Martinez	Gazette	(e)	1,178	.021*	
		1911		Standard	(e)	1,397	.029*	
10,000	30,000	1859	Marysville	Appeal	(m)	2,226x	.03*	
				Sunday edition	(s)	2,223x	.03*	
6,320	32,000	1884	Merced	Democrat	(e)	2,601x	.03*	
16,000	45,000	1890	Modesto	Sun-Star	(e)	3,671	.035*	
				Herald	(m)	3,346x	
				News	(e)	7,510x	
8,500	15,000	1926	Monrovia	Messenger	(e)	10,856x	.06*	
		1909		Combined Daily	(me)	3,374x	.06*	
8,516	25,000	1876	Monterey	Peninsula Herald	(c)	2,893	.03*	
6,757		1889	Napa	Journal	(m)	1,750	.018*	
				Sunday edition	(s)	1,750	.018*	
389,800	550,000	1872	Oakland	Register	(e)	2,197	.021*	
		1922		Post-Enquirer	(e)	47,507x	.13*	
		1874		Tribune	(e)	74,735x	.18*	
				Sunday edition	(s)	74,543x	.18*	
11,934	20,000	1910	Ontario	Report	(e)	3,715	.03*	
9,500	15,000	1908	Orange	News	(e)	2,572	.025*	
3,340		1872	Oroville	Mercury	(e)	1,643	.025*	
		1877		Register	(m)	1,643	.025*	
				Sunday edition	(s)	1,643	.025*	
4,417	12,500	1898	Oxnard	Courier	(e)	1,625	.021	
		1924		Tribune	(m)	1,522	.025*	
				Sunday edition	(s)	1,522	.025*	
2,974		1902	Pacific Grove	Review	(e)018*	
10,500	15,000	1892	Palo Alto	Times	(e)	2,806	.04*	
65,000		1919	Pasadena	xx Post	(e)	10,232	.05*	
			xx (Sold in combination with the Los Angeles Evening Express)					
		1896		Star-News	(e)	18,123	.075*	
		1895		Sun	(m)	3,645	.036	
6,226	18,000	1894	Petaluma	Argus	(e)	2,575	.021*	
		1884		Courier	(m)	1,650	.018	
				Sunday edition	(s)	1,650	.018	
21,000	35,000	1910	Pomona	Bulletin	(m)	3,454	.03	
				Sunday edition	(s)	3,454	.03	
		1885		Progress	(e)	4,271	.03	
2,100		1924	Placerville	Republican	(e)025*	
7,000	15,000	1908	Porterville	Recorder	(e)	2,158	.025*	
3,104		1885	Red Bluff	News	(e)	1,350	.02*	
6,000	13,000	1852	Redding	Courier-Free Press	(e)	1,256	.018*	
		1897		Searchlight	(m)	1,630	.021*	
				Sunday edition	(s)	1,630	.021*	
14,580	36,420	1890	Redlands	Facts	(e)	3,049	.03*	
9,500	15,000	1922	Redondo Beach	xx Breeze	(e)	2,662	.03*	
			xx (Sold in combination with the Los Angeles Evening Express)					
4,026		1923	Redwood City	Tribune	(e)	1,347	.025*	
16,843	30,000		Richmond	Independent	(e)	3,904	.03*	
				Record-Herald	(m)	2,730	.020*	
				Sunday edition	(s)	2,730	.020*	
27,000	40,000	1885	Riverside	Enterprise	(m)	4,098	.03*	
				Sunday edition	(s)	4,098	.03*	
		1885		Press	(e)	6,424	.03*	
100,000	175,000	1857	Sacramento	Bee	(e)	47,359	.12*	
		1851		Union	(m)	12,705	.06*	
				Sunday edition	(s)	13,505	.07*	
4,308	15,000	1872	Salinas	Index	(e)	1,932	.025*	
		1888		Journal	(m)	1,330	.021*	
				Sunday edition	(s)	1,330	.021*	
32,000	38,749	1894	San Bernardino	Sun	(m)	8,601	.028	
		1865		Telegram (and Index)	(e)	2,641	.027	
				Combined Daily	(me)	11,242	.055*	
				Sunday edition	(s)	8,870	.055*	
128,231	142,026	1925	San Diego	Independent	(m)	(New Daily)	.05*	
				Sunday edition	(s)	(New Daily)	.05*	
128,231	142,026	1881	San Diego	Sun	(e)	20,534	.06*	
		1868		Union	(m)	25,698	
		1895		Tribune	(e)	23,701	
				Combined Daily	(me)	49,339	.12	
				Sunday Union	(s)	33,581	.11	
548,284	1,275,636	1855	San Francisco	Bulletin	(e)	64,175	.16	
		1856		Call & Post	(e)	101,098	.23	
		1865		Chronicle	(m)	86,798	.26	
				Sunday edition	(s)	149,122	.31	
		1880		Examiner	(m)	167,025	.35	
				Sunday edition	(s)	346,510	.65	
43,000	105,000	1851	San Jose	News	(e)	63,120	.15*	
				Mercury-Herald	(m)	17,146	.075*	
				Sunday edition	(s)	17,842	.075*	
8,000	76,893	1883	San Luis Obispo	News	(e)	5,615	.04*	
		1888		Tribune	(m)	2,108	
				Telegram	(e)	2,111	
				Combined Daily	(me)	4,219	.045*	
				Sunday edition	(s)	2,108	.045*	
12,000	40,000	1906	San Mateo	Times & News-	(e)	4,257	.04*	
				Leader	(e)	5,488	.04*	
		1903	San Pedro	xx News	(e)		
			xx (Sold in combination with the Los Angeles Evening Express)					
		1912		Pilot	(e)	3,838	.035*	
27,000	61,375	1905	Santa Ana	Register	(e)	10,233	.045*	
30,000	40,000	1880	Santa Barbara	News	(e)	6,903	.04*	
		1863		Press	(m)	6,303	.04*	
				Sunday edition	(s)	6,663	.04*	
15,000	20,000	1907	Santa Cruz	News	(e)	2,965	.03*	
		1855		Sentinel	(m)	2,980	.03*	
				Sunday edition	(s)	2,980	.03*	
3,943		1918	Santa Maria	Times	(e)	1,220	.014*	
45,000	60,000	1877	Santa Monica	xx Outlook	(e)	8,887	.06*	
				Sunday edition	(s)		
			xx (Sold in combination with the Los Angeles Evening Express)					
7,000	15,000	1889	Santa Paula	Chronicle	(e)	1,712	.025*	
3,758		1857	Santa Rosa	Press-Democrat	(m)	8,804	.05*	
				Sunday edition	(s)	8,804	.05*	
		1880		Republican	(e)	6,289	.035*	
40,296		1858	Stockton	Independent	(m)	8,055	.04*	
				Sunday edition	(s)	8,055	.04*	
		1895		Record	(e)	16,749	.07*	
5,000	15,000	1912	Taft	Midway Driller	(e)	3,634	.03*	
5,000	13,500	1886	Tulare	Advance-Register	(e)	2,267	.03*	
4,630	15,000	1904	Turlock	Journal	(e)	2,450	.025*	
21,000		1868	Vallejo	Chronicle	(e)	1,524	.015*	
		1897		News	(e)	1,246	.015*	
		1867		Times-Herald	(m)	2,197	.03*	
				Sunday edition	(s)	2,197	.03*	
15,000		1908	Venice	xx Vanguard	(e)	3,314	.03*	
			xx (Sold in combination with the Los Angeles Evening Express)					
10,000		1925	Ventura	County Star	(e)	1,710	.025*	
		1902		Free Press	(e)	1,548	.03*	
		1902		Post & Democrat	(m)	2,003	.025*	
				Sunday edition	(s)	2,003	.025*	

The San Francisco Call

First in Evening Circulation

In Prosperous San Francisco

where salaried employees and wage earners "bring home the bacon" to the tune of \$82,265,330 per year.

Most of this money goes to the 7,884 retail stores to buy both necessities and luxuries for San Francisco's 557,530 inhabitants.

Direct this great buying power to your product through

THE SAN FRANCISCO CALL

The government statement for April 1st, 1926, gives the Call a total net paid circulation of

101,098

With an average of four persons to each family the Call reaches 409,392 readers.

The total net paid circulation of the Call for one week, beginning June 21, was: Monday 105,920; Tuesday 105,216; Wednesday 141,875; Thursday 108,542; Friday 109,052; Saturday 111,174.

Average for week ending June 26 was 113,629. Average for June with three days to go is 106,874.

The San Francisco Call

CHARLES S. YOUNG, Publisher

National Advertising Representatives:

HERBERT W. MOLONEY JOHN H. LEDERER
Times Bldg. 910 Hearst Bldg.
New York Chicago

KARL J. SHULL
Transportation Bldg.
Los Angeles

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

Table with columns for State (California, District of Columbia, Florida, Connecticut, Delaware), Population, Trade Area, Date Estab., City, Name of Paper, Issued, Net Paid Circulation, 5,000-Line Adv. Rate, and 5,000-Line Adv. Rate. Includes sub-sections for CALIFORNIA-Continued, DISTRICT OF COLUMBIA, FLORIDA, CONNECTICUT, and DELAWARE.

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

An Important Announcement Concerning Reading, Penna., An Important Advertising Field

The Reading Times, a John H. Perry newspaper, on June 21st purchased the circulation, plant and equipment of the Reading Tribune and the latter paper suspended publication with its issue of Tuesday, June 22nd.

The Times, published mornings every weekday since 1858, now has a paid circulation in excess of 30,000 copies a day. In addition several thousand subscriptions to the Tribune purchased by Pomeroy's, Inc., Reading's largest department store, are to be fulfilled by the Times for an average period of ten months. However, the Times rate of eight cents per line is based solely upon the reader paid circulation.

Adequate coverage of the rich Reading and Berks County territory requires the use of Times.

The Reading Times

A John H. Perry Newspaper

*Represented in the national field
by the*

E. Katz Special Advertising Agency

NEW YORK CHICAGO KANSAS CITY DETROIT ATLANTA SAN FRANCISCO

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ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

Table with columns for State (Georgia, Illinois, Hawaii, Idaho), City, Population, Trade Area, Date Estab., Name of Paper, Issued, Net Paid Circulation, 5,000-Line Adv. Rate. Includes sub-sections for TERRITORY OF HAWAII, IDAHO, and INDIANA.

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

Table with columns for State (Indiana, Iowa, Kansas), City, Population, Trade Area, Date Estab., Name of Paper, Issued, Net Paid Circulation, 5,000-Line Adv. Rate, and 5,000-Line Adv. Rate. Includes sub-sections for INDIANA-Continued, IOWA-Continued, and KANSAS.

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.



You may deal with these 28 leading Iowa daily newspapers as with one publication, if you wish. Excellent coverage of the entire state. Uniform marketing help under the "Iowa Plan."

Iowa market approved by national advertisers

The most eloquent O.K. that could be put on any market is the steadily increasing national lineage of these Iowa Daily Newspapers.

In the first four months of 1926, these papers show more than a million and a half lines increase over the same period of last year.

Every one of these 28 leading Iowa daily newspapers contributed to that increase. Not a one but made a substantial gain.

Here are the totals:

In 1925 from January 1st to May 1st, the national lineage in these 28 Iowa daily newspapers was 8,361,705.

In the same four months of 1926 the national lineage was 9,897,253.

The increase is 1,535,548 lines.

These figures show that national advertisers are not unduly stampeded by political thunderings.

They know the underlying soundness of Iowa—year after year. They know the insistence with which Iowa people demand the best in life—luxuries as well as necessities.

You too will find this market worthy of your best selling effort.

You can talk to these people most effectively through the Iowa daily newspapers.

Rates and fuller 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

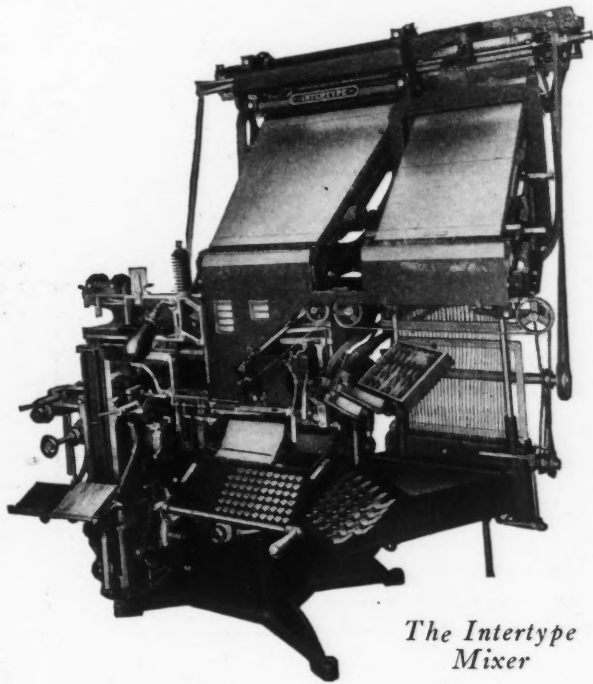
ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

Main table with columns for State (Kentucky, Massachusetts, Louisiana, Maine, Maryland), City, Population, Trade Area, Date Estab., Name of Paper, Issued, Net Paid Circulation, 5,000-Line Adv. Rate, and Net Paid Circulation, 5,000-Line Adv. Rate. Includes sub-sections for each state and a note for Massachusetts regarding merged papers.

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

One Standardized Intertype Beats Two Ordinary Machines

"We used two machines at the old plant for heads. We are now using one 'CSM No. 2' with nine fonts of matrices and getting better results."—*Oliver S. Gusman, Machinist, Houston Post-Dispatch.*



The Intertype Mixer

"The big feature that we like especially is the interchangeability of all special equipment—a feature that we have found extremely advantageous. The percentage of errors due to machine trouble has been reduced fully 75 per cent."—*R. L. Dudley, Vice-President and General Manager, Houston Post-Dispatch.*

These comments are from users of twenty Standardized Intertypes—one from the technical man and one from the "front-office" man. Both of them emphasize profitable features of the Intertype.

Therein lies the secret of Intertype success: the machine is designed to be profitable to users. That is why such a large percentage of Intertype sales are repeat orders.

Some Dixie Users of Intertypes

SCRIPPS-HOWARD NEWSPAPERS . . . 63	HOUSTON POST-DISPATCH 20
LOUISVILLE HERALD-POST 23	MACON TELEGRAPH 10
MEMPHIS COMMERCIAL APPEAL . . . 18	JACKSONVILLE JOURNAL 15
RICHMOND NEWS LEADER 16	ST. PETERSBURG TIMES 14
WEST PALM BEACH (FLA.) POST . . . 13	MIAMI TRIBUNE 13
	MIAMI NEWS 11

Send for booklet "Profit-Making Intertype Features" and other literature. If you wish to see our local representative, please so state



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

CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES TORONTO LONDON

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

Table with columns for State (Michigan, Missouri, Minnesota, Mississippi, Missouri, Nebraska), City, Trade Area, Date Estab., Name of Paper, Issued, Net Paid Circulation, 5,000-Line Adv. Rate, Population, and 5,000-Line Adv. Rate. Includes sub-sections for MICHIGAN-Continued, MISSOURI-Continued, MINNESOTA, MISSISSIPPI, MISSOURI, and NEBRASKA.

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

210,084*
(Daily)

266,823*
(Sunday)

★ *Average
Net Paid
Circulation
for May, 1926*

FIGURES cited here showing the net paid circulation of The Free Press for the month of May—the last current month of record—show an increase over the average net paid circulation for the six months ending March 31, 1926, of 23,904 daily, 7,630 Sunday.

Present circulation as represented by the figures quoted above show an increase over the circulation of five years ago, totaling 71,764 daily, and 79,093 Sunday. In other words, The Free Press has each year added to its *permanent* circulation over 15,000 families—a growth based alone upon newspaper merit, and not upon so called newspaper “pressure.”

With 80.3% of its total circulation concentrated within the local shopping area—an area embracing one of the most prosperous and responsive markets in America, The Free Press is positively indispensable to any advertiser seeking to cover and sell the Detroit market.

A FIVE-YEAR RECORD OF CIRCULATION

	Daily	Sunday
May 1922	138,320	187,730
1923	159,882	222,073
1924	174,212	242,403
1925	182,253	258,354
1926	210,084	266,823

This is an enviable record of growth in view of the fact that The Free Press sells daily for 3 cents or 50% more than the evening papers.

The **DETROIT FREE PRESS**

VERREE & CONKLIN, INC., National Representatives

New York

Chicago

Detroit

San Francisco



ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

Table with columns for Population, Trade Area, Date Estab., City, Name of Paper, Issued, Net Paid Circulation, 5,000-Line Adv. Rate, and 5,000-Line Rate. Sections include NEBRASKA-Continued, NEW JERSEY, NEW YORK-Continued, NEVADA, NEW HAMPSHIRE, and NEW MEXICO.

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

ONLY HOE PRESSES CAN MEET SUCH DEMANDS

Editor & Publisher for April 17, 1926

A Message to Readers of The Evening Bulletin

PRINTING PRESS manufacturers have declared that The Evening Bulletin of Philadelphia operated the largest newspaper printing plant in the world. Notwithstanding this, the printing equipment of The Evening Bulletin is being increased as fast as the builders can deliver more new model printing machines because

The Evening Bulletin gives readers all of the news of the day almost as quickly as it happens. half-a-million homes in Philadelphia, Camden and their suburbs before they leave their places of employment, and so practically each of the more than 158 automobiles and other sources of news used daily by this newspaper.

In addition, 158 automobiles and other methods of delivery carry the printed copies of The Bulletin to various neighborhood sections of Philadelphia, Camden and their suburbs, where nearly 10,000 Bulletin carriers obtain their supply for distribution to the homes, offices, business and shops of Bulletin readers.

It must be printed and distributed in time to reach its army of readers before they leave their places of employment, and so practically each of the more than half-a-million homes in Philadelphia, Camden and their suburbs before they leave their places of employment, and so practically each of the more than 158 automobiles and other sources of news used daily by this newspaper.

News-gathering, editing, setting-up, printing and distributing The Bulletin requires a very large daily working force, not including the many thousands of special correspondents of the Associated Press and other sources of news used daily by this newspaper.

Some of the Special Features in The Evening Bulletin

- All the News
- Automatic Sports Reports
- News from Washington
- Foreign Reviews
- Automatic Financial Reports
- Interesting Personal Page
- Accounts of Women
- Dr. Purvis' Column
- Most Popular Column
- Articles by the Queen of Pennsylvania
- Miss Rowland's Column
- Club
- Best Social Notes
- Daily Philadelphia News
- List of Marriage Licenses
- Evening Society Chat

Appointments

- List of Death Notices
- Radio Broadcast Program
- News from Real Life
- Theatrical Group and News
- Master Postmaster and Editor
- Letters to the Editor
- Equipped and Personal News
- Increasing Advertisements from Campbell's and other firms
- The Church Church
- Daily Love Story
- How to Live

and suggest other interesting and informative articles on subjects too numerous to mention to this space.

ORDER IN ADVANCE

To avoid disappointment please order your newspaper subscription in advance. The Bulletin regularly each day.

HOE




Printing 7820 Forty-eight-Page Bulletins a Minute

The size of a newspaper printing plant is determined by the number of press units employed, and their capacity. In modern practice a printing plant capable of producing a 16-page paper is counted as one unit.

Nearly 225 units of newspaper press (about 9 freight-car loads) are needed each day to print The Bulletin.

March Net Paid Daily Average Circulation 551,378 copies

America's Twenty Largest Daily Newspapers

Newspaper	Pages	Press Units
The New York Times	16	1,173,000
The Washington Post	16	762,000
The Chicago Tribune	16	700,000
The Philadelphia Evening Bulletin	16	691,000
The St. Louis Post-Dispatch	16	680,000
The Boston Globe	16	670,000
The Los Angeles Times	16	660,000
The San Francisco Chronicle	16	650,000
The Dallas Morning News	16	640,000
The Houston Chronicle	16	630,000
The Portland Oregonian	16	620,000
The Salt Lake Tribune	16	610,000
The Denver Post	16	600,000
The Minneapolis Star	16	590,000
The Kansas City Star	16	580,000
The Omaha World-Herald	16	570,000
The Wichita Eagle	16	560,000
The St. Paul Pioneer-Press	16	550,000
The Milwaukee Journal	16	540,000
The Indianapolis News	16	530,000
The Cincinnati Enquirer	16	520,000
The Louisville Courier-Journal	16	510,000
The Memphis Commercial Appeal	16	500,000
The Nashville Tennessean	16	490,000
The Knoxville News-Sentinel	16	480,000
The Birmingham Post-Herald	16	470,000
The Montgomery Advertiser	16	460,000
The Jacksonville Daily News	16	450,000
The Tallahassee Democrat	16	440,000
The Pensacola News-Record	16	430,000
The Panama City News-Times	16	420,000
The Marietta Daily Times	16	410,000
The Gainesville Sun	16	400,000
The Ocala Star	16	390,000
The Leesville News	16	380,000
The Oklawaha News	16	370,000
The Kissimmee Sun	16	360,000
The Bartow News	16	350,000
The Sebring News	16	340,000
The Ft. Pierce News	16	330,000
The Ft. Meade News	16	320,000
The Ft. Pierce News	16	310,000
The Ft. Pierce News	16	300,000
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The Ft. Pierce News	16	20,000
The Ft. Pierce News	16	10,000
The Ft. Pierce News	16	0

"In Philadelphia nearly everybody reads The Bulletin"

28,000,000 Pages
each afternoon
for
six days each
week

Sixteen more Hoe Superspeed 16-page press units are now being constructed for The Bulletin.

Philip Schuyler in *The Editor & Publisher* of June 19, 1926, writes:

"What is done daily in that stadium of presses staggers the mind of any man. In much less than the hours of daylight, nearly 28,000,000 pages of news are sped through this one place into 158 trucks to be carried from vantage points by 10,000 boys into a half a million homes."

"The 104 press units in the Bulletin plant produce an average of 1,173,000 16-page papers or 391,000 48-page papers an hour. This amazing press capacity means that 39,100 eight-page copies, or 6,517 48-page copies can be turned out every minute."

Net Production is what counts • Hoe Presses give the maximum

R. HOE & CO., INC.

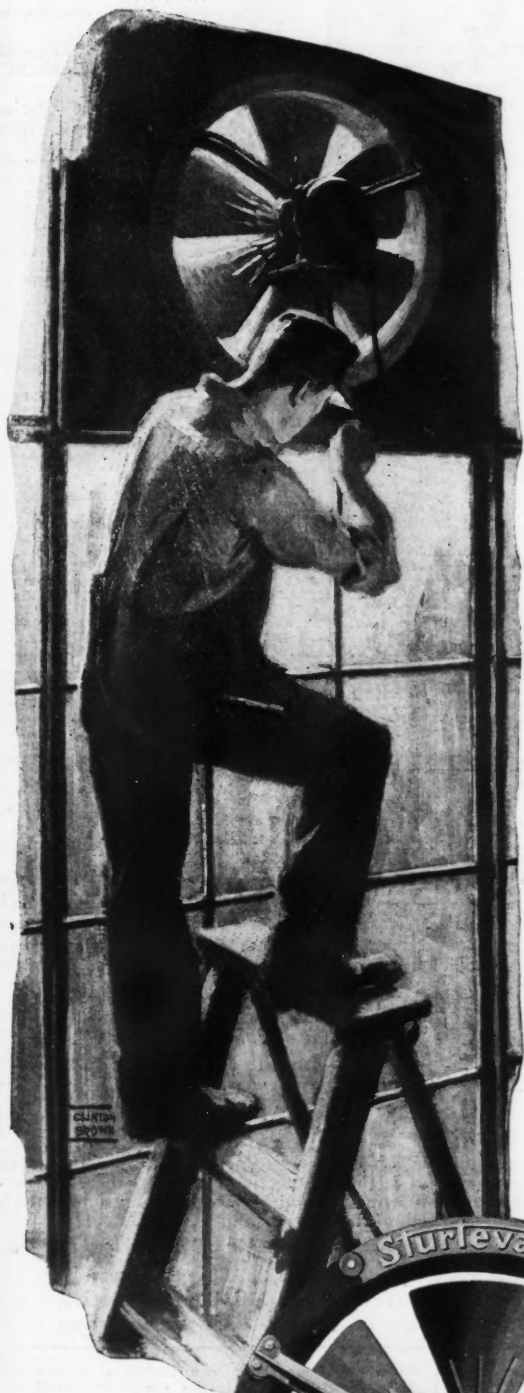
504-520 GRAND STREET • NEW YORK CITY
BOSTON • CHICAGO • LONDON • DUNELLEN

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

Table with columns for Population, Trade Area, Date Estab., City, Name of Paper, Issued, Net Paid Circulation, 5,000-Line Adv. Rate, and Publisher's statements. Includes sections for NEW YORK, NORTH CAROLINA, NORTH DAKOTA, and OHIO.

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; Rat rate indicated by an asterisk.

Hot Weather! Quick, sure relief for fagged-out, slowed-down workers!



Fresh, outdoor air—the invigorating force that keeps things moving—that keeps workers in composing-room, press-room and other departments at top-notch efficiency.

Ventilation is of vital importance any time of the year, but especially during the hot summer months. Unless hot, stagnant air is driven out it saps the vitality of workers, causes discontent and slowing-up.

Sturtevant Ventilating Fans for Newspaper Plants give quick, sure relief. They provide a complete change of air every few minutes—expel the stale, enervating air from the inside—draw in the fresh, invigorating air from the outside.

Sturtevant Ventilating Fans can be obtained from stock and quickly installed. No interruption of your operations. Any of the 82 Sturtevant and Graybar Electric Company offices listed below can meet your requirements at once. Phone or write the nearest one. Or show this advertisement to the nearest Electrical Contractor.

B. F. STURTEVANT COMPANY, HYDE PARK, BOSTON, MASS.

- | | | | | |
|------------------|----------------|--------------------|------------------|---------------------|
| Atlanta, Ga. | Chicago, Ill. | Hartford, Conn. | Montreal, Canada | Salt Lake City, U. |
| Boston, Mass. | Cincinnati, O. | Indianapolis, Ind. | New York, N. Y. | San Francisco, Cal. |
| Buffalo, N. Y. | Cleveland, O. | Kansas City, Mo. | Pittsburgh, Pa. | Seattle, Wash. |
| Camden, N. J. | Dallas, Texas. | Los Angeles, Cal. | Portland, Ore. | Toronto, Ont. |
| Charlotte, N. C. | Denver, Colo. | Minneapolis, Minn. | Rochester, N. Y. | Washington, D. C. |
| | Detroit, Mich. | | St. Louis, Mo. | |

Distributors: Graybar Electric Co. and Leading Electrical Contractors Everywhere

Graybar Electric Company Offices

- | | | | |
|------------------|---------------------|-------------------|---------------------|
| Albany, N. Y. | Denver, Col. | Minneapolis, M. | St. Louis, Mo. |
| Atlanta, Ga. | Detroit, Mich. | Nashville, Tenn. | St. Paul, Minn. |
| Baltimore, Md. | Duluth, Minn. | Newark, N. J. | Salt Lake City, U. |
| Birmingham, Ala. | Grand Rapids, Mich. | New Haven, Ct. | San Antonio, Tex. |
| Boston, Mass. | Harrisburg, Pa. | New Orleans, La. | San Francisco, Cal. |
| Brooklyn, N. Y. | Houston, Texas. | New York, N. Y. | Savannah, Ga. |
| Buffalo, N. Y. | Indianapolis, Ind. | Norfolk, Va. | Seattle, Wash. |
| Charlotte, N. C. | Jacksonville, Fla. | Oakland, Cal. | Spokane, Wash. |
| Chicago, Ill. | Kansas City, Mo. | Omaha, Neb. | Syracuse, N. Y. |
| Cincinnati, O. | Los Angeles, Cal. | Philadelphia, Pa. | Tacoma, Wash. |
| Cleveland, O. | Memphis, Tenn. | Pittsburgh, Pa. | Tampa, Fla. |
| Columbus, O. | Miami, Fla. | Portland, Ore. | Toledo, O. |
| Dallas, Texas. | Davenport, Ia. | Providence, R. I. | Worcester, Mass. |
| | | Richmond, Va. | Youngstown, O. |



Sturtevant

REG. U.S. PAT. OFF.

Ventilating Fans

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ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

OHIO—Continued

Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
7,621	30,000	1883	Urhana	Democrat	(e)	4,616	.013
				Citizen	(m)	594	.012
				Combined Daily	(me)	5,210	.025*
3,100	30,000	1873	Van Wert	Bulletin	(e)	2,274	.015*
		1863		Times	(e)	2,110	.015*
5,295		1905	Wapakoneta	News	(e)	4,050	.021
35,000	85,000	1870	Warren	Tribune-Chronicle	(e)	11,652	.045*
7,962		1885	Washington, C. H.	Herald	(me)	3,216	.021*
6,687		1898	Wellston	Sentinel	(e)	3,487	.011
5,037	40,000	1837	Wilmington	News-Journal	(e)	7,191	.03*
9,500	40,000	1887	Wooster	Record	(e)	3,687	...
12,000	32,000	1881	Xenia	Gazette	(e)	1,558	...
		1912		Republican	(m)	5,245	.025*
				Combined Daily	(me)	33,480x	.08*
155,153	300,000	1851	Youngstown	Telegram	(e)	32,397x	.08*
		1869		Vindicator	(e)	30,937x	.08*
				Sunday edition	(s)	19,356	...
40,000	130,000	1885	Zanesville	Times-Recorder	(m)	11,257	...
				Signal	(e)	30,613	.07*
				Combined Daily	(me)035*
				Sunday edition	(s)

OKLAHOMA

8,012		1901	Ada	News	(e)	2,445	.025*
				Sunday edition	(s)	2,445	.025*
5,100	27,000	1889	Aida	Review-Courier	(e)	2,750	.021*
19,174	50,000	1893	Ardmore	Ardmoreite	(e)	7,119	.04*
				Sunday edition	(s)	7,119	.04*
		1921		Press	(m)	7,223	.04*
				Sunday edition	(s)	4,447	...
18,334	50,000	1904	Bartlesville	Enterprise	(e)	4,300x	.03*
		1903		Examiner	(m)	4,414x	.03*
				Sunday edition	(s)	3,132	...
15,150	106,444	1899	Blackwell	News	(e)	8,411	...
				Tribune	(m)	8,411	...
				Combined Daily	(me)	11,543	.06*
				Sunday edition	(s)	2,484	.032*
12,000		1922	Bristow	Record	(e)	2,801	.021*
10,179		1899	Chickasha	Express	(e)	2,801	.018*
3,425		1910	Claremore	Progress	(e)	2,580	.018*
				Sunday edition	(s)	2,580	.025*
10,000	40,000	1919	Cushing	Citizen	(e)	50,358	.036*
6,460		1914	Drumright	Derrick	(e)	8,000	.025*
8,000		1921	Duncan	Banner	(e)	1,261	.025*
				Sunday edition	(s)	1,261	.025*
7,340		1900	Durant	Democrat	(e)	2,327	.025*
7,737		1900	Ei Reno	Democrat	(e)	2,850	.025*
16,576	65,000	1893	Enid	Eagle	(e)	5,816	...
				News	(m)	6,291	.06*
				Combined Daily	(me)	12,107	.06*
				Sunday edition	(s)	6,291	.06*
5,000	20,000	1917	Frederick	Leader	(me)	2,315	.029*
13,360	55,000	1892	Guthrie	Leader	(e)	6,449	.05*
				Sunday edition	(s)	6,449	.05*
5,889		1916	Henryetta	Free Lance	(e)029*
				Sunday edition	(s)029*
6,368		1913	Hugo	News	(e)021*
				Sunday edition	(s)021*
8,930		1901	Lawton	Constitution	(e)	3,510	.029*
				Sunday edition	(s)	3,510	.029*
13,000	40,000	1896	McAlester	News-Capital	(e)	3,857x	.025*
6,802	60,000	1917	Miami	News-Record	(e)	8,590	.04*
				Sunday edition	(s)	8,590	.04*
42,000	150,000	1924	Muskogee	News	(e)	6,920	.045*
				Sunday edition	(s)	6,920	.045*
		1901		Phoenix	(m)	13,100x	...
		1894		Times-Democrat	(e)	10,896x	...
				Combined daily	(me)	23,996x	.10*
				Sunday edition	(s)	14,422x	.10*
2,533		1916	Newkirk	Reporter	(s)	634	.011
9,000		1913	Norman	Transcript	(e)	2,563	.275
				Sunday edition	(s)	2,563	.275
5,000		1910	Nowata	Star	(e)	2,700	.021*
				Sunday edition	(s)	2,700	.021*
7,500	70,000	1925	Okemah	Leader	(e)	3,882	.03*
110,000	728,624	1906	Oklahoma City	News	(e)	41,552	.10*
		1889		Okishoman	(m)	70,305	...
				Times	(e)	64,938	...
				Combined daily	(me)	134,983	.28*
				Sunday edition	(s)	85,944	.28*
				Okla. & Times (eve-a)	(e)	150,582	.35*
25,000	65,000	1918	Okmulgee	Times	(m)	6,590	...
		1910		Democrat	(e)	3,609	...
				Combined daily	(me)	10,199	.065*
				Times	(s)	6,678	...
				Democrat	(s)	3,487	...
				Combined Sunday	(s)	10,165	.065*
10,000		1904	Pawhuska	Journal-Capital	(e)	2,750	.025*
				Sunday edition	(s)	2,750	.025*
3,154		1914	Ferry	Journal	(e)	1,208	.018*
14,380		1919	Ponca City	News	(e)	5,750	.0357*
				Sunday edition	(s)	5,750	.0357*
11,634		1914	Sapnopa	Herald	(e)	3,115	.025*
				Times	(m)035*
				Sunday edition	(s)035*
15,348		1895	Shawnee	News	(m)	6,786	.04*
				Sunday edition	(s)	6,786	.04*
5,000		1908	Stillwater	Press	(e)021*
109,920	275,000	1906	Tulsa	World	(m)	46,704x	.11*
				Sunday edition	(s)	52,701x	.12*
		1904		Tribune	(e)	38,378x	.06*
				Sunday edition	(s)	42,705x	.06*
5,010		1913	Vinita	Journal	(e)018*
2,286		1925	Wilson	Post	(e)	1,682	.018*
3,849	10,000	1923	Woodward	Press	(e)	1,682	.035*

OREGON

7,000	35,000	1865	Alhany	Democrat-Herald	(e)	4,115	.035*
4,283		1865	Ashland	Tidings	(e)	1,805	.021*
13,000	40,000	1875	Astoria	Astorian	(m)	2,289	.03*
				Sunday edition	(s)	2,288	.03*
13,000	40,000	1892	Baker	Budget	(e)	2,696	.029*
9,000	15,000	1870	Baker	Democrat	(m)	1,440	.025*
				Sunday edition	(s)	1,488	.025*
		1901		Herald	(e)	1,845	.025*
8,500	13,000	1916	Bend	Bulletin	(e)	2,101	.025*
		1915		Central Ore. Press	(m)	1,745	.025*
				Sunday edition	(s)	1,745	.025*
7,639	25,000	1862	Corvallis	Gazette-Times	(e)	2,068	.08*

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OREGON—Continued

Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
16,000	42,000	1894	Eugene	Register	(m)	6,118	.085*
				Sunday edition	(s)	6,311	.085*
		1890		Guard	(e)	5,917	.065*
4,801		1896	Grants Pass	Courier	(e)	1,430	.021*
10,000	20,000	1910	Klamath Falls	Herald	(e)	3,246	.025*
		1923		News	(m)	2,784	.025*
				Sunday edition	(s)	2,828	.025*
6,913		1898	La Grande	Observer	(e)	2,627	.04*
4,034		1878	Marshfield	Coos Bay Times	(e)	3,808	.035*
		1911		S. W. Ore. News	(e)	4,105	.03*
8,200	40,000	1906	Medford	Mail-Tribune	(e)	4,127	.08*
				Sunday edition	(s)	4,127	.08*
5,686	25,000	1910	Oregon City	Enterprise	(m)	2,205	.025*
				Sunday edition	(s)	2,205	.025*
8,000	25,000	1875	Pendleton	East Oregonian	(e)	2,611	.025*
285,000	400,000	1906	Portland	News	(e)	45,109	.10*
		1902		Journal	(e)	99,557	.18*
				Sunday edition	(s)	117,521	.30*
		1861		Morning Oregonian	(m)	101,173	.20*
				Sunday edition	(s)	147,273	.25*
		1877		Telegram	(e)	87,528	.14*
4,381		1875	Roseburg	News-Review	(e)	4,900	.021*
22,000	42,000	1877	Salem	Capital Journal	(e)	7,634	.04*
		1851		Oregon Statesman	(m)	5,565	.035*
				Sunday edition	(s)	6,004	.035*
7,500	43,000	1890	The Dalles	Chronicle	(e)	2,076	.025*

PENNSYLVANIA

57,329	200,000	1888	Allentown	Call	(m)	31,400	.10*
				Sunday edition	(s)	22,349	.10*
		1870		Chronicle & News Item	(e)	12,791	.05*
		1893		Leader	(e)	6,114	.02
60,000	125,000	1874	Altoona	Mirror	(e)	28,222	.08*
		1856		Tribune	(m)	13,625	.06*
8,000		1909	Ashland	News	(e)	2,718	.021
5,402		1894	Bangor	News	(e)018*
4,185	40,000	1874	Beaver	Times	(e)	5,016	.03*
12,802	55,000	1884	Beaver Falls	Tribune	(e)	6,553	.03*
12,181		1903	Berwick	Enterprise	(e)	3,419	.03
50,358		1894	Bethlehem	Globe-Times	(e)	13,271	.08
8,000		1902	Bloomsburg	Press	(m)	7,673	.04
20,879		1886	Bradock	News-Herald	(e)	4,200	.035*
15,525	25,000	1877	Bradford	Era	(m)	5,270	.029*
		1879		Star & Record	(e)	5,049	.014
10,273		1906	Bristol	Courier	(e)	2,145	.017
8,000	100,000	1915	Brownsville	Telegraph	(e)	7,203	.068*
23,778	85,000	1899	Butler	Eagle	(e)	15,013	.04*
10,632		1875	Canonsburg	Notes	(e)03
18,640	60,000	1872	Carbondale	Leader	(e)	5,686	.082

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CONSUMER DEMAND IN THE SOUTH IS EVER INCREASING

The shifting of a substantial population southward was inevitable. The lure of speculation in the extreme South played a minor part in the general drift to a land that had been experiencing an extraordinary industrial development for more than a generation and, while creating another important merchandising territory, in no way minimized the untold opportunities for prosperity.

Industries have merely scratched the surface and in the not distant future the South will be the greatest industrial center in the world.

For every acre under the plow in every part of the South, there are many acres uncultivated. Two to four crops are produced instead of one as in the North, and forests replenish themselves two or three times as rapidly. Stock grazes outdoors the entire year.

The economic opportunities of the South are vast.

This territory of great purchasing power and still greater promise presents to the manufacturer a rich market for the distribution of his product.

The daily newspapers of the South offer you market information and merchandising cooperation.

Use these Newspapers for National Advertising

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
ALABAMA				NORTH CAROLINA			
*Birmingham Age-Herald (M)	34,994	.09	.09	†Greensboro Daily News (M)	27,485	.08	.07
*Birmingham Age-Herald (S)	50,699	.11	.11	†Greensboro Daily News (S)	31,505	.09	.08
*Mobile News-Item (E)	11,993	.05	.05	*Salisbury Post (E)	7,188	.06	.06
*Mobile Register (M)	20,427	.08	.08	†Winston-Salem Journal (M)	13,702	.05	.05
*Mobile Register (S)	32,096	.10	.10	†Winston-Salem Journal (S)	13,720	.05	.05
				*Winston-Salem Sentinel (E)	18,259	.07	.07
FLORIDA				SOUTH CAROLINA			
†Daytona Beach News (ES)	5,731	.04	.04	**Columbia State (M)	23,663	.07	.07
*Florida Times-Union (M) 49,903 (S)	59,239	.12(S.15)	.12(S.15)	**Columbia State (S)	24,838	.07	.07
*Lakeland Ledger (E)	5,173	.03	.03	**Greenville News (M)	21,704	.075	.07
*Miami Herald (M)	48,108	.11	.11	*Spartanburg Journal (E)	4,813		
*Miami Herald (S)	60,006	.12	.12	*Spartanburg Herald (M) 6,860 (S)	9,856	.05	.06
*Orlando Reporter-Star (E)	9,502	.06	.06	TENNESSEE			
*Orlando Sentinel (M&S)	10,655	.06	.06	**Chattanooga Times (M)	30,203	.10	.10
*Pensacola News and Journal (E&M)	9,805	.06	.06	**Chattanooga Times (S)	30,230	.10	.10
†St. Augustine Record (M)	3,382	.04	.04	*Memphis Commercial Appeal (M)	100,934	.18	.18
†St. Petersburg Independent (E)	11,917	.055	.055	*Memphis Commercial Appeal (S)	129,219	.21	.21
*Tampa Times (E)	23,325	.08	.08	*Nashville Banner (E)	54,519	.11	.11
†Tampa Tribune (M) 34,841 (S)	53,762	.09(.11S)	.09(.11S)	*Nashville Banner (S)	56,007	.12	.12
*West Palm Beach Post (M)	12,243	.06	.06	VIRGINIA			
GEORGIA				*Danville Register and Bee (M&E)	14,313	.05	.05
*Augusta Herald (E)	14,246	.05	.05	*Danville Register (Sunday)	9,065		
*Augusta Herald (S)	14,547	.05	.05	*Newport News Times-Herald (E)	7,968	.05	.05
*Macon Telegraph (M)	24,036	.08	.08	*Newport News Daily Press (S&M)	5,413		
*Macon Telegraph (S)	24,439	.08	.08	*Roanoke Times & World News (M&E)	25,772	.08	.08
**Savannah Morning News (M), 21,015 (S)	22,204	.06(.07S)	.06(.07S)	*Roanoke Times (S)	16,076	.07	.07
KENTUCKY				*Stanton News-Leader (M), Leader (E)	6,855	.035	.035
*The Lexington Leader (E)	19,940	.06	.06	* A. E. C. Statement, March 31, 1926.			
*The Lexington Leader (S)	19,831	.06	.06	** A. E. C. Statement, September 30, 1925.			
**Paducah Sun (E)	9,255	.04	.04	† Government Statement, March 31, 1926.			

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

Table with columns: Population, Trade Area, Date Estab., City, Name of Paper, Issued, Net Paid Circulation, 5,000-Line Adv. Rate. Includes Pennsylvania-Continued section.

Table with columns: Population, Trade Area, Date Estab., City, Name of Paper, Issued, Net Paid Circulation, 5,000-Line Adv. Rate. Includes Pennsylvania-Continued section.

RHODE ISLAND

Table with columns: Population, Trade Area, Date Estab., City, Name of Paper, Issued, Net Paid Circulation, 5,000-Line Adv. Rate. Includes Rhode Island section.

SOUTH DAKOTA

Table with columns: Population, Trade Area, Date Estab., City, Name of Paper, Issued, Net Paid Circulation, 5,000-Line Adv. Rate. Includes South Dakota section.

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

Haverhill Gazette HAVERHILL, MASS.

Announces the appointment of CHAS. H. EDDY CO.

Chicago NEW YORK Boston National Advertising Representatives Effective July 1, 1926

Haverhill's manufactured products amount to \$95,000,000 yearly. Shoe manufacturing is its principal industry.

The Haverhill Evening Gazette is the only daily in its field embracing approximately 100,000 reader - buyers in its trading territory.

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

SOUTH DAKOTA—Continued

City	Population	Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
10,196	62,000	1887	Huron	Huronite	(e)	6,500	.04*
6,510	10,500	1894	Lead	Call	(e)	1,340	.024
4,144	13,000	1890	Madison	Leader	(e)	1,585	.016*
		1893		Sentinel	(e)		.021*
10,000	65,300	1883	Mitchell	Republican	(e)	10,203	.050*
3,205	54,000	1889	Pierre	Capital Journal	(e)	1,750	.021*
				Dakotan	(e)	847	.018*
7,459		1885	Rapid City	Journal	(e)	3,100	.03*
31,500	200,000	1885	Stout Falls	Argus-Leader	(e)	28,280	.08*
		1883		Press	(m)	14,529	.06*
				Sunday edition	(s)	16,486	.06*
9,400	71,000	1882	Watertown	Public Opinion	(e)	4,993	.04*
5,024		1861	Yankton	Press & Dakota	(e)	4,126	.04*

SOUTH CAROLINA

City	Population	Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
18,000	150,000	1915	Anderson	Independent & Tribune	(m)	3,796x	.035
				Sunday edition	(s)	3,819x	.035
		1899		Mail	(e)	3,609x	.03*
74,338	285,000	1803	Charleston	News & Courier	(m)	10,425x	.05*
				Sunday edition	(s)	12,619x	.05*
		1894		Post	(e)	14,737x	.06*
53,000	395,570	1891	Columbia	Record	(e)	12,612x	.05*
		1913		Sunday edition	(s)	12,152x	.05*
		1891		State	(m)	23,186	.07*
				Sunday edition	(s)	24,870	.07*
10,968	200,000	1923	Florence	News-Review	(m)	5,900	.03
				Sunday edition	(s)	5,900	.03
64,000	140,000	1874	Greenville	News	(m)	21,648	.07
				Sunday edition	(s)	22,856	.07
		1902		Piedmont	(e)	10,281	.04*
8,703		1911	Greenwood	Index-Journal	(e)	4,376	.03*
				Sunday edition	(s)	4,376	.03*
8,800	50,000	1911	Rock Hill	Herald	(e)	3,168	.025*
28,190	250,000	1890	Spartanburg	Herald	(m)	6,860	
		1844		Journal	(e)	4,613	
				Combined daily	(me)	11,473	.05*
				Sunday edition	(s)	9,856	.05*
9,508		1894	Sumter	Item	(e)		.018
6,141		1850	Union	Times	(e)	2,630	.021*

TENNESSEE

City	Population	Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
124,190	450,000	1888	Chattanooga	News	(e)	28,786	.08*
		1869		Times	(m)	29,194	.10*
				Sunday edition	(s)	28,942	.10*
8,110	45,000	1898	Clarksville	Leaf-Chronicle	(e)	3,317	.025*
6,522		1923	Cleveland	Banner	(e)		.021*
5,520		1898	Columbia	Herald	(e)	2,100	.021
3,775	32,840	1918	Greeneville	Democrat-Sun	(e)	3,890	.032*
18,860		1878	Jackson	Sun	(e)	6,729	.03
				Sunday edition	(s)	6,729	.03

TENNESSEE—Continued

City	Population	Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
19,074	65,000	1922	Johnson City	Chronicle	(m)	3,755	
		1910		Staff-News	(e)	3,881	
				Combined daily	(me)	7,636	.05*
		1921		Sunday edition	(m)	7,014	.05*
10,000		1917	Kingsport	Times	(e)	3,412	.03*
				Sunday edition	(s)	3,412	.03*
119,904	425,000	1921	Knoxville	News	(e)	16,432	.04*
		1898		Journal	(m)	29,581	.07
				Sunday edition	(s)	26,399	.07
		1885		Sentinel	(e)	26,885	.07
				Sunday edition	(s)	26,793	.07
211,056	676,626	1840	Memphis	Commercial Appeal	(m)	100,934	.18*
				Sunday edition	(s)	129,219	.21*
		1880		News-Scimitar	(e)	55,301	.15
		1922		Supday edition	(m)	47,791	.16
		1906		Press	(e)	44,981	.09*
5,881		1916	Morristown	Gazette-Mail	(e)	2,656	.032*
143,692	650,000	1875	Nashville	Banner	(e)	54,519x	.11
				Sunday edition	(s)	56,007x	.12
		1812		Tennessean	(m)	38,656x	.12
				Tennessean	(e)	24,915x	
				Combined daily	(me)	63,571x	.11*
				Sunday edition	(s)	39,569x	.11*

TEXAS

City	Population	Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
22,500	60,000	1895	Abilene	Reporter	(e)	7,695	.045*
				Sunday edition	(s)	8,712	.045*
23,000	50,000	1909	Amarillo	News	(m)	9,481	
				Globe	(e)	5,396	
				Combined Daily	(me)	14,877	.08*
		1924		Sunday News-Globe	(s)	16,804	.08*
		1926		Review	(e)	720	.021
3,176		1901	Athens	American	(m)	12,423x	
40,000	101,103	1914	Austin	Statesman	(e)	6,746x	
		1871		Combined Daily	(me)	19,169x	.09*
				Sunday edition	(s)	19,153x	.09*
2,767		1906	Ballinger	Ledger	(e)	863	.008*
3,454		1904	Bay City	Tribune	(e)		.018*
52,548	131,862	1878	Beaumont	Enterprise	(m)	20,423	
				Journal	(e)	10,406	
				Combined Daily	(me)	30,829	.11*
				Enterprise	(s)	29,413	.10*
				Eve. & Sunday	(es)		.12*
		1898	Bonham	Favorite	(e)	1,681	.018*
		1920	Breckenridge	American	(e)	2,150	.03*
				Sunday edition	(s)	2,150	.03*
		1875	Brenham	Banner-Press	(e)	1,029	.014*
		1892	Brownsville	Herald	(e)	3,454	.03
				Sunday edition	(s)	3,454	.03

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THE NEWFOUNDLAND POWER AND PAPER CO., Ltd.

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ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

TEXAS—Continued

TEXAS—Continued

Table with columns: Population, Trade Area, Date Estab., City, Name of Paper, Issued, Net Paid Circulation, 5,000-Line Adv. Rate, Population, Trade Area, Date Estab., City, Name of Paper, Issued, Net Paid Circulation, 5,000-Line Adv. Rate. Includes sections for TEXAS, UTAH, VERMONT, VIRGINIA, and WASHINGTON.

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES

WASHINGTON—Continued									
Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate		
10,068		1889	Hoquiam	Washingtonian	(m)	4,006	.035*		
				Sunday edition	(s)	4,003	.035*		
8,500		1925	Kelso	Kelsoian-Tribune	(e)	1,750	.03*		
18,500	18,000	1923	Longview	News	(e)	4,630	.03*		
4,500		1922	Mount Vernon	Herald	(e)	3,015	.029*		
12,000	18,000	1891	Olympia	Olympian	(m)	1,931	.03*		
				Recorder	(e)	2,457	.08*		
				Combined Daily	(me)	4,388	.045*		
				Olympian-Recorder	(s)	3,473	.035*		
10,000	15,000	1918	Port Angeles	News	(e)	3,800	.035*		
880,000	450,000	1893	Seattle	Journal of Commerce	(m)		.07		
		1895		Post-Intelligencer	(m)	84,368x	.20		
				Sunday edition	(s)	148,941x	.30		
		1899		Star	(e)	84,039x	.20*		
		1885		Times	(e)	79,019x	.22*		
		1902		Sunday edition	(s)	104,299x	.27*		
		1900		Union Record	(e)	28,301	.12*		
125,064	350,000	1886	Spokane	Chronicle	(e)	39,163x	.115		
		1901		Press	(e)	15,477	.045*		
		1884		Spokesman Review	(m)	48,857x	.13		
				Sunday edition	(s)	56,859x	.15		
104,480	160,000	1883	Tacoma	Ledger	(m)	14,875	.06*		
				Sunday edition	(s)	29,758	.09*		
		1907		News-Tribune	(e)	32,725	.09*		
		1903		Times	(e)	21,243	.07*		
15,000	40,000	1891	Vancouver	Columbian	(e)	3,701x	.035*		
18,000	37,000	1906	Walla Walla	Bulletin	(e)	5,733	.04*		
				Sunday edition	(s)	5,560	.04*		
(This rate effective after Oct. 31, 1926—rate now .035*)									
				Union	(m)	3,337	.029*		
				Sunday edition	(s)	3,362	.029*		
10,000	32,000	1905	Wenatchee	World	(e)	8,200x	.03*		
20,000	65,000	1905	Yakima	Herald	(m)	6,020	.035*		
				Sunday edition	(s)	10,491	.035*		
				Republic	(e)	6,870	.035*		
		1902		Combined Daily	(me)	12,890	.06*		
WEST VIRGINIA									
7,054		1924	Beckley	Post-Herald	(m)	6,528	.035*		
23,686	210,000	1893	Bluefield	Telegraph	(m)	12,085	.05*		
				Sunday edition	(s)	16,944	.06*		
60,000	323,325	1887	Charleston	Gazette	(m)	18,766	.07*		
				Sunday edition	(s)	24,168	.08*		
		1886		Mail	(e)	14,100	.06*		
				Sunday edition	(s)	14,100	.06*		
33,443	178,000	1910	Clarksburg	Exponent	(m)	11,747	.045*		
				Sunday edition	(s)	12,616	.045*		
				Telegram	(e)	9,097	.04*		
		1861		Sunday edition	(s)	10,479	.045*		
				Inter-Mountain	(e)		.025*		
7,000		1907	Elkins	Times	(m)	6,570	.03		
23,000	50,000	1900	Fairmont	Sunday edition	(s)	8,455	.03*		
		1918		West Virginian	(e)	7,285	.035*		
		1845		Sentinel	(e)	2,608	.025		
8,517	85,000	1903	Grafton	News	(e)	1,475	.02*		
5,000	38,000	1902	Hinton	Advertiser	(e)	12,536	.05*		
68,000	100,000	1889	Huntington	Sunday edition	(s)	11,968	.05*		
				Herald-Dispatch	(m)	17,274	.06		
		1909		Sunday edition	(s)	17,506	.06		
		1906		Mineral Daily News	(e)		.018*		
6,003		1912	Keyser	Journal	(e)	5,010	.035*		
14,922	40,000	1907	Martinsburg	New Dominion	(m)	6,270	.03*		
18,000	40,000	1897	Morgantown	Post	(e)	4,593	.022		
		1899		Echo	(e)	3,206	.02*		
11,000	20,000	1891	Moundsville	Journal	(e)		.011*		
		1910		News	(m)	7,526	.03*		
24,050	45,000	1898	Parkersburg	Sunday edition	(s)	8,866	.03*		
				Sentinel	(e)	9,093	.035		
		1889		Register	(e)		.021*		
3,059	5,559	1921	Point Pleasant	Review	(e)		.021*		
3,500	15,000	1895	Sistersville	News	(e)	4,538	.025		
7,110	75,000	1923	Welch	Herald	(e)	1,180	.02*		
4,918		1897	Wellsburg	Intelligencer	(m)	11,755	.05		
68,000	170,000	1882	Wheeling	News	(e)	15,174	.07		
		1890		Sunday edition	(s)	19,992	.09		
				Combined Daily	(me)	26,929	.095		
				Register	(m)	10,104	.04*		
		1863		Sunday edition	(s)	10,361	.045*		
				Telegraph	(e)		.036		
6,819	38,560	1890	Williamson	News	(e)	3,710	.03*		
WISCONSIN									
8,451	25,000	1905	Antigo	Journal	(e)	3,993	.025		
23,000	70,000	1892	Appleton	Post-Crescent	(e)	13,152	.05		
11,334		1883	Ashland	Press	(e)	2,650	.018		
5,538		1894	Baraboo	News	(e)	2,675	.021*		
		1895		Republic	(e)		.018*		
7,992		1911	Beaver Dam	Citizen	(e)	2,742	.021*		
25,000	50,000	1885	Beloit	News	(e)	9,376	.05		
4,400		1881	Berlin	Journal	(e)	1,400	.022		
9,500	37,000	1894	Chippewa Falls	Herald	(e)	3,368	.025*		
		1887		Telegram	(e)	3,369	.04*		
22,000	125,000	1881	Eau Claire	Leader	(m)	7,855	.025		
		1894		Telegram	(e)	3,857	.022		
				Combined Daily	(me)	11,712	.045		
				Sunday edition	(s)	7,938	.045		
30,000	80,000	1870	Fond du Lac	Commonwealth	(e)	4,937	.04*		
		1883		Reporter	(e)	6,478	.04*		
24,700	75,000	1915	Green Bay	Press-Gazette	(e)	14,975	.055		
21,952	80,000	1845	Janesville	Gazette	(e)	12,311	.055		
48,000	51,500	1894	Kenosha	News	(e)	10,206	.05		
34,000	175,000	1854	La Crosse	Tribune & Leader Press	(e)	13,612	.06*		
				Sunday edition	(s)	13,148	.06*		
48,000	200,000	1917	Madison	Capital Times	(e)	22,379	.07*		
		1899		State Journal	(e)	21,697	.07*		
		1912		Sunday edition	(s)	21,302	.07*		
24,000	75,000	1895	Manitowoc	Herald-News	(e)	8,332	.04		
		1920		Times	(e)	5,131	.025		
13,610	40,000	1898	Marinette	Eagle-Star	(e)	4,591	.03		
7,394	25,000	1921	Marshfield	News	(e)	2,905	.029*		
7,214		1894	Menasha	Record	(e)	1,824	.011		
8,068		1908	Merrill	Herald	(e)	3,458	.025		
577,757	1,044,367	1882	Milwaukee	Journal	(e)	141,895	.21		
		1911		Sunday edition	(s)	145,836	.21		
		1911		Leader	(e)	49,702	.12		
		1837		Sentinel	(m)	60,945	.17		
		1879		Sunday Sentinel & Milwaukee Telegram	(a)	172,206	.32		
		1847		Wisconsin News	(e)	94,308	.22*		
5,000	21,568	1878	Monroe	Journal	(e)	665	.014*		
		1898		Times	(e)	2,777	.035		
15,000	20,000	1880	Neenah	News-Times	(e)	1,946	.019		
30,478	100,000	1868	Oshkosh	Northwestern	(e)	14,713	.06		
5,582	35,000	1850	Portage	Register-Democrat	(e)	1,800	.021*		



ILLINOIS

Leads in the World's greatest Industries—

Among the first few industries, considered from the standpoint of the value of products manufactured, is the packing industry. Illinois is the centre for this great industry. Agricultural machinery is another industry whose greatest plants are located in Illinois.

Besides these industries Illinois obtains its wealth from productive mines and hundreds of industries which keep things humming day after day all year 'round.

Illinois is a wonderful State for you to advertise in. Let the daily papers carry the message of your product to its progressive citizens.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News	(E) 18,694	.06	.06
†Chicago Herald & Examiner	(M) 385,276	.55	.55
†Chicago Herald & Examiner	(S) 1,153,360	1.10	1.10
†Chicago Daily Journal	(E) 123,771	.26	.24
**Evanston News Index	(E) 6,729	.04	.04
**Freeport Journal-Standard	(E) 9,613	.045	.045
**Joliet Herald News	(E) 19,591	.06	.06
††Mattoon Journal Gazette	(E) 5,712	.03	.03
**Moline Dispatch	(E) 11,680	.045	.045
**Monmouth Daily Review Atlas	(E) 5,416	.035	.035
**Peoria Star	(S) 22,497	.075	.06
Rock Island Argus	(E) 11,248	.045	.045
**Waukegan Daily Sun	(E) 5,213	.03	.03

**A. B. C. Statement, March 31, 1926
 †Government Statement, March 31, 1926
 ††Government Statement, September 30, 1925

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an "x"

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES

DAILY NEWSPAPERS OF CANADA—CIRCULATIONS AND RATES

WISCONSIN—Continued

Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
64,528	84,946	1881	Racine	Journal-News	(e)	12,011	.05
		1883		Times-Call	(e)	10,081	.05
6,654		1917	Rhineclander	News	(e)	1,642	.025
37,000	209,085	1887	Sheboygan	Press	(e)	13,590x	.055
11,370	50,000	1873	Stevens Point	Journal	(e)	6,116	.035*
5,101	15,000	1906	Stoughton	Courier-Hub	(e)	1,896	.025*
40,000	140,000	1890	Superior	Telegram	(e)	20,223	.07
9,299	50,000	1895	Watertown	Times	(e)	3,419	.026
12,558		1919	Waukesha	Freeman	(e)	2,490	.022
22,062	50,000	1907	Wausau	Record-Herald	(e)	8,230	.04*
7,243	20,000	1914	Wisconsin Rapids	Tribune	(e)	4,618	.03

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

DAILY NEWSPAPERS OF CANADA—CIRCULATIONS AND RATES

Circulations Taken from Publishers' Statements to A. B. C. for Six Months Ending March 31, 1926, or on Sworn Statements—Ratio Effective as of June 1, 1926, on 5,000 Lines General Advertising Contracts.

ALBERTA

Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
67,500	200,000	1902	Calgary	Albertan	(m)	12,717	.055
		1883		Herald	(e)	24,692	.08*
65,378	300,000	1880	Edmonton	Bulletin	(e)	13,907	.05*
		1903		Journal	(e)	26,563	.08
11,165	55,000	1907	Lethbridge	Herald	(e)	6,081	.03*
9,575	40,000	1910	Medicine Hat	News	(e)	1,797	.015*

BRITISH COLUMBIA

Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
9,350		1874	Nanaimo	Free Press	(e)		.02
		1900		Herald	(m)		.02
		1902		Sunday edition	(s)		.02
6,000	50,000	1902	Nelson	News	(m)	3,768x	.025*
14,440		1860	New Westminster	British Columbia	(e)		.029*
5,500	12,000	1907	Prince Rupert	Empire	(e)		.018*
		1909		News	(e)	1,308x	.025
120,000	250,000	1898	Vancouver	Province	(e)	67,232	.14*
		1925		Sunday edition	(s)	72,103	.15*
		Feb. 1, 1926		Star	(m)	13,653	.08*
		1886		Sun	(e)	57,446	.012*
		1886		Sun	(e)	57,446	.012*
34,000	75,000	1858	Victoria	Colonist	(m)	10,091x	.055*
		1881		Sunday edition	(s)	12,445x	.055*
		1881		Times	(e)	8,924x	.05*

MANITOBA

Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
16,776		1883	Brandon	Sun	(e)	4,446	.025*
6,748		1895	Portage La Prairie	Graphic	(e)	1,525	.016*
178,364	240,000	1874	Winnipeg	Free-Press	(m)	22,093	
		1889		Free Press Bulletin	(e)	44,222	
		1890		Combined daily	(me)	66,315	.15*
		1890		Tribune	(e)	37,714	.10*

NEW BRUNSWICK

Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
9,000		1880	Fredericton	Gleaner	(e)		.025
				Mail	(e)		.011
20,000		1868	Moncton	Times	(m)	5,301	.02
		1882		Transcript	(e)		.02
55,000	388,092		St. John	Globe	(e)	8,547	.035
		1904		Times-Star	(e)	16,448	
		1898		Telegraph-Journal	(m)	17,025	
				Combined daily	(me)	33,473	.10

NOVA SCOTIA

Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
9,998			Amherst	News	(e)		.012
20,000		1901	Gloucester	Gazette	(e)		.03
70,333		1844	Halifax	Chronicle	(m)	12,566	
		1873		Echo	(e)	7,998	
				Combined Daily	(me)	20,564	.09*
		1875		Herald	(m)	17,117	
		1878		Mail	(e)	15,296	
				Combined Daily	(me)	32,413	.10*
8,974	20,000	1910	New Glasgow	News	(e)	3,090	.0125
22,927		1900	Sydney	Post	(m)	2,361	
		1907		Evening edition	(e)	2,168	
				Combined Daily	(me)	4,529	.025
		1898	Truro	News	(e)		.007

ONTARIO

Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
12,163		1867	Belleville	Intelligencer	(e)		.02
		1870		Ontario	(e)		.02
30,000	51,000	1863	Brantford	Expositor	(e)	9,390	.04
10,000	50,000	1820	Brockville	Recorder & Times	(e)	4,320x	.02
14,118	59,000	1890	Chatham	News	(e)	6,313x	.03
22,339	36,000	1893	Ft. William	Times-Journal	(e)	5,758x	.025
19,000	32,000	1896	Galt	Reporter	(e)	5,008x	.0275
18,875	30,000	1867	Guelph	Mercury	(e)	5,105	.03
120,000	150,000	1888	Hamilton	Herald	(e)	13,532	.06
		1846		Spectator	(e)	35,929	.09

Morning newspapers—name in light-face; evening papers—name in bold-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

ONTARIO—Continued

Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
27,000	45,000	1849	Kingston	British Whig	(e)	8,070x	.04
		1810		Standard	(e)	7,547x	.04
28,000	50,000	1877	Kitchener	Record	(e)	3,692	.03
8,000	20,000	1895	Lindsay	Post	(e)	2,746x	.02
62,000	350,000	1914	London	Advertiser	(m)	15,990	
		1863		Evening edition	(e)	5,353	
				Combined Daily	(me)	21,343	
				Free Press	(m)	24,598	.06
				Evening edition	(e)	14,314	
				Combined Daily	(me)	38,912	
14,695		1879	Niagara Falls	Review	(e)	3,908	.0175
18,000	30,000	1925	Oshawa	Reformer	(e)	3,269x	.02
140,000	280,000	1844	Ottawa	Citizen	(m)	7,121x	
				Evening edition	(e)	22,336x	
				Combined Daily	(me)	29,457x	.08*
				Le Droit	(e)	9,670x	.04
				Journal Dailies	(m)	6,087x	
				Evening edition	(e)	23,773x	
				Combined Daily	(me)	29,860x	.08*
12,321	60,000	1922	Owens Sound	Sun-Times	(e)		.06
21,000	33,000	1884	Petersborough	Examiner	(e)	7,195x	.06
16,000	36,000	1900	Port Arthur	News-Chronicle	(e)	4,139	.025*
				Guide	(e)		.008
22,052	50,000	1891	St. Catharines	Standard	(e)	9,536	.04
62,000	350,000	1914	St. Thomas	Times-Journal	(e)	8,457x	.035
19,500	45,000	1917	Sarnia	Canadian Observer	(e)	5,453	.035
21,800	24,500	1912	Sault Ste. Marie	Star	(e)	5,136	.03
18,425	50,000	1887	Stratford	Beacon-Herald	(e)	6,467x	.0275
542,187	750,000	1844	Toronto	Globe	(m)	90,336	.22
		1872		Mail & Empire	(m)	108,538	.21
		1892		Star	(e)	134,542	.30
		1910		Sunday edition	(s)	186,706	.28
		1876		Telegram	(e)	113,271	.20
85,000	145,000	1918	Windsor	Border Cities Star	(e)	27,124	.08*
15,680	40,000	1886	Woodstock—Ingersoll	Sentinel-Review	(e)	6,020	.025

PRINCE EDWARD ISLAND

Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
12,350	88,000	1891	Charlottetown	Guardian	(m)	5,303	.03
		1851		Patriot	(e)	3,303	.02

QUEBEC

Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
10,470		1878	Levis	Quotidien (Le)	(e)		.015*
836,304	979,027	1903	Montreal	Le Canada	(m)	8,830x	.07
		1910		Le Devoir	(e)	14,394x	.06
		1775		Gazette	(m)	30,917x	.09
		1811		Herald	(e)	10,047x	.055
		1878		La Patrie	(e)	24,913x	.06
				Saturday edition (Sat)		51,610x	.09
				La Presse	(e)	159,003x	.25
				Saturday edition (Sat)		176,606x	.25
				Star	(e)	112,121x	.18
104,607	216,281	1907	Quebec	L'Action Catholique	(e)	19,349	.07
		1764		Chronicle-Telegraph	(e)	5,078	.04
		1867		Le Evenement	(m)	17,289	.06*
25,069	175,000	1897	Sherbrooke	Le Soleil	(e)	48,930	.12*
		1910		Record	(e)	9,606	.045
30,000	115,000	1920	Three Rivers	La Tribune	(e)	6,690	.04
				Le Nouvelliste	(e)		.04*

SASKATCHEWAN

Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
21,000	100,000	1925	Moose Jaw	Herald	(m)	2,901	
		1889		Times	(e)	4,186	
				Combined Daily	(me)	7,087	.05*
8,000	50,000	1911	Prince Albert	Herald	(e)	2,788	.02*
36,000	200,000	1883	Regina	Leader	(m)	22,367	
		1910		Post	(e)	7,613	
				Combined Daily	(me)	29,980	.09*
27,000	200,000	1902	Saskatoon	Phoenix	(m)	2,305	
		1905		Star	(e)	21,887	
				Combined Daily	(me)	24,192	.08*

NEWFOUNDLAND

Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
40,000			St. John	Globe	(e)		.011
		1894		News	(e)		.014
				Telegram	(e)	8,656	.014

Morning newspapers—name in light-face; evening papers—name in bold-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

N. Y. PRESS AGENT ASKS WARBURG TO PAY

International Banker Sought Prestige Alleges Walter Hyams in Suit for \$7,769.95 to Meet Lunch Bill

U. S. IS SHUTTING DOOR TO PRESS AGENTS

Department of Agriculture States It Will Not Endorse Food Campaigns in Future—Apple Stunt Fails

The government departments at Washington are shutting their doors to press agents. The Department of Agriculture has ruled that it can no longer endorse campaigns for increased food consumption. The White House has stated that it is asked to approve so many commodities, associations, and "drives" that it must decline to endorse any.

Endorsement of campaigns in the past by the Department of Agriculture has resulted in criticism that it is not the function of a government agency to play the commodity of one set of producers against another. Similar complaints have been made to the Department of Commerce with regard to the extensive publicity given rayon by that establishment. Cotton and wool manufacturers declare that the favorable government "puffs" given rayon are prejudicial to their interests.

Prior to the establishment of the Department of Agriculture policy not to endorse campaigns for increased food consumption, a representative of cold storage interests requested the department to get out a statement urging people to eat more eggs. The cold storage houses were full to overflowing with eggs, and bankruptcy stared many firms in the face unless the commodity could be moved before the beginning of the new laying season.

The department issued a story stating that the per capita consumption of eggs was one-half an egg a day, and urged people to eat the other half. The story was of the box feature type, it was printed by newspapers everywhere, and was credited later with having helped move the surplus stocks of eggs. The cold storage press agent lost no opportunity to inform the public often and voluminously that the Department of Agriculture endorsed cold storage eggs.

On another occasion, the department gave its official approval of an "eat more meat" campaign, whereupon the milk people, the bread people, and the truck crop people raised their voices in

protest. Food consumption is inelastic, they said, and endorsement of a campaign to increase consumption of meat is prejudicial to other products. The department then established its policy of treating all food commodities alike by endorsing none.

No government official is immune from attack by the press agent. Greeks bearing commercial gifts march up the White House walks, conspicuously displaying their offerings to tempt the eyes of the newspaper camera men. Should they succeed in having the President pose with the products on the White House steps, they have achieved a free publicity coup.

Mrs. Coolidge recently informed a girls' club in Vermont that she regretted she could not accept an "old-fashioned apple pie" as a gesture to inaugurate National Apple Week, inasmuch as so many requests were received by the White House to endorse campaigns and products of various kinds that a general policy had to be adopted to endorse nothing.

The press agent who engineered the apple pie episode had prepared elaborately to have the pie transported to Washington by members of the club, the delicacy appropriately heralded along the route, and finally, if possible, to have Mrs. Coolidge cut into the pie and even

bite into it to the delight of the commercial news photographers. The movie news weeklies would certainly take such an unusual picture.

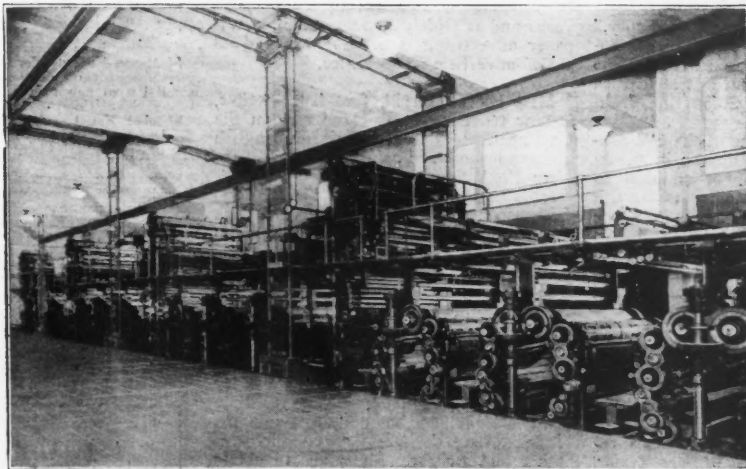
The press agent managed to have the newspaper correspondents at the White House informed of the refusal to accept the pie, and actually succeeded in making the front page with National Apple Week. Refusal of the offer he considered a bigger story than acceptance.

Sullivan Again Bats for Broun

Frank Sullivan is conducting Heywood Broun's column in the *New York World*. Broun is on vacation.

GREETINGS TO THE S. N. P. A.

on the occasion of the largest convention in its history—



THAT the publishers of the prosperous South also exhibit a marked preference for Goss Presses, is a source of never-ending pride to our organization. We invite attention to the following list as representative of those many Southern Newspapers which, we are happy to say, use Goss equipment:

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|-------------------------------|----------------------------------|--------------------------------|
| Item, New Orleans | Courier-Journal, Louisville | Commercial Appeal, Memphis |
| Daily States, New Orleans | Banner, Nashville, Tenn. | Press, Memphis |
| Times, Chattanooga, Tenn. | Dispatch, Dallas, Tex. | Leader, Lexington, Ky. |
| News, Knoxville, Tenn. | News, Dallas, Tex. | Register, Mobile, Ala. |
| Observer, Charlotte, N. C. | Chronicle, Augusta, Ga. | Journal, Beaumont, Tex. |
| Age-Herald, Birmingham | News, Birmingham | Post, Birmingham |
| Herald, El Paso, Tex. | Advertiser, Montgomery, Ala. | Tribune, Tampa, Fla. |
| Times, Shreveport, La. | Times-World, Roanoke, Va. | Times, Raleigh, N. C. |
| Post, Charleston, S. C. | Virginian-Pilot, Norfolk, Va. | Journal, Pensacola, Fla. |
| Sentinel, Parkersburg, W. Va. | Sun, Spartansburg, S. C. | Herald-Courier, Bristol, Va. |
| News, Greensboro, N. C. | Record, Columbia, S. C. | Enterprise, High Point, N. C. |
| Enquirer-Sun, Columbia, Ga. | Gazette, Jackson, Tenn. | Chronicle, Johnson City, Tenn. |
| News, Wheeling, W. Va. | Press, Newport News, Va. | Telegram, Temple, Tex. |
| Post, Morgantown, W. Va. | Record News, Wichita Falls, Tex. | Journal, Winston-Salem, N. C. |
| | Times, St. Petersburg, Fla. | Democrat, Tallahassee, Fla. |
| | Telegram, Macon, Ga. | |

THE GOSS PRINTING PRESS COMPANY · CHICAGO
 The Goss Printing Press Company of England, Ltd., London
 Messers. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent

Still Gaining!

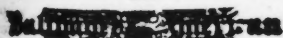
The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 37,503.

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

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WOMEN IN ADVERTISING AND JOURNALISM

Virginia Swain Probes the Hearts of Senators—Righthand "Man" of Sir Charles Higham Is Ethel Mannin, Who Has Just Written Her First Novel—Girl Reporter Goes Abroad

VIRGINIA SWAIN, serial and feature writer for NEA Service, Inc., played lobbyist at the hearts of Senators and Congressmen in Washington the other day. Miss Swain, who in private life is Mrs. Philip Duffield Stong, was gathering material for a weekly feature she has been writing for two years now



Miss Virginia Swain

called "The Great American Love Story," in which she tells the romances of celebrities. So far she has probed the hearts of nearly 100 prominent men. She learned the love stories of nine Solons in Washington.

Some day, perhaps, one of these Washington love stories will appear in fiction form, for Miss Swain, in addition to writing true story features, is also a serial author. In the fall of 1925 she wrote her first serial for NEA, called "Spinsters' Hood," or, in some cities "The Love Dodger." Recently she completed a serial of college life, which will appear in September.

Miss Swain was born and went to school in Kansas City, Mo. She taught Latin there for three years after finishing her secondary education, and was graduated from the school of journalism of the University of Missouri in 1923.

Her first newspaper job was as a reporter on the old *Des Moines News*, now consolidated with the *Des Moines Tribune*. From July, 1923, until the consolidation in November, 1924, she worked as reporter and woman's page editor there.

She then joined the staff of the consolidated papers as feature writer and remained until March, 1925, when she went to the Cleveland office of NEA Service, as general staff writer.

Her eight months of work on the Cleveland staff included interviews, woman's page material and an exposé of a spiritualist camp in Indiana last summer, which led to an attempt by fanatics to lynch her, reported at the time in **EDITOR & PUBLISHER**.

She was transferred to the New York staff of NEA in November, 1925.

Since her marriage to Mr. Stong, editor of the North American Newspaper Alliance, on Nov. 8, 1925, Miss Swain has lived in Elmhurst, Long Island.

Discovered—the righthand "man" of Sir Charles Higham, noted British advertising agent, who makes frequent flying visits to this country from London in the interest of India Tea. Her name is Ethel Mannin, and she has not yet reached her 25th birthday. Duffield recently published this English advertising woman's first novel. It is called "Sounding Brass," and is described by critics as a clever diagnosis of the Jazz Age. The hero of the book is an advertising man. Miss Mannin began her career as a typist and has attained a high position in the office of Charles Higham Limited, London.

Miss Edith Righter is handling the newspaper space buying for the Pennsylvania Railroad account, directed by J. Walter Thompson & Co., New York advertising agency. Miss Righter has been associated with this agency for nine years and is widely known among newspaper advertising men. She has had 13 years' advertising experience.

Miss Flora Merrill, free lance writer, is now traveling in England and on the Continent. Her interviews with English literary leaders are being published in the *New York Sunday World*.

Newspaper women visiting New York this summer were this week invited to make use of the privileges of the New York Newspaper Club by Miss Theodora Bean, club president, and editor of the T-Bean Syndicate, New York.

Miss May Frank, instructor in journalism in the University of Oklahoma and editor of the literary page of the Sunday edition of the *Oklahoma City (Okla.) Daily Oklahoman*, has gone to Santa Fe, N. M., where there is a large colony of artists and writers. She plans to obtain a series of interviews to be published in the *Sunday Oklahoman*.

Miss Priscilla Platte, reporter for the *St. Petersburg (Fla.) Daily News*, tabloid, sailed this week from New York to become European representative for her paper.

She will go first to Damascus, Syria, with the idea of interviewing Bennett J.

Doty of the French Foreign Legion, now held in prison on a charge of desertion. She will carry a letter from Doty's mother, who lives in Biloxi, Miss., according to Maj. Alfred Birdsall, assistant publisher of the *News*.

The *News'* European office will be located at 37 Quai d'Anjou, Paris, Maj. Birdsall said, where Miss Platte will be in charge following her trip to Damascus.

AD TIPS

Auspitz, Lee and Harvey Company, 360 North Michigan avenue, Chicago. Will use a list of about 14 cities in Indiana, Illinois and a few in Iowa on the advertising of Sampson Electric Co., Chicago.

Behel and Harvey Company, 326 West Madison street, Chicago. Is submitting propositions to a list of newspapers in scattered territory on Gervaise Graham company, Chicago.

Bisberne Advertising Company, 58 East Washington street, Chicago. Is placing the advertising of the Apex Laboratories, Chicago, who manufacture a cleaner like Energine. The company is awaiting the outcome of a recent campaign to decide on policy for the fall.

Dorland Agency, Inc., 244 Madison avenue, New York City. Now handling the following accounts: A. P. Balcock Company, New York City, manufactures toilet preparations and Guerlain, Inc., New York City, manufactures perfumes.

Dorrance, Sullivan & Co., 130 West 42nd street, New York. Has secured account of Church & Dwight Company, Inc., New York, manufacturers of Arm and Hammer brand and Cow brand Baking Soda.

George L. Dyer Company, Inc., 33 South Clark street, Chicago. Placing account of Weyerhaeuser Forest Products, Chicago.

J. R. Hamilton Company, 326 West Madison street, Chicago. Using a small list of newspapers in the Middle West for the advertising of Thompson's Malted Milk Co., Racine, Wis.

The Kling-Gibson Co., 310 South Michigan boulevard, Chicago. Issuing contracts and in some places schedules, to newspapers generally on Edna Wallace Hopper Co., Chicago.

W. D. McAdams Company, 360 North Michigan boulevard, Chicago. Will place the advertising of Squibbs' Cod Liver Oil. The advertising will not be placed in newspapers at present, it is reported.

Matteson-Fogarty-Jordan Company, 307 North Michigan avenue, Chicago. Will try a small list of newspapers on a campaign for the Globe Soap Company, Cincinnati.

Mitchell-Faust Advertising Company, 7 S. Dearborn street, Chicago. Will place the account of the Cheney Medicine Company, Toledo, O.

Mumm-Romer-Jaycox Company, 314 E. Broad street, Columbus, Ohio. Placing the following accounts: The Lancaster Tire & Rubber Company, Columbus, Ohio, and The Republic Metalware Co., Buffalo, N. Y.

Olson & Enzinger, Inc., 228 Third street, Milwaukee. Now handling account of the Messner Piano Company, Milwaukee.

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. Placing the account of Remmers-Graham Co., (Antoinette Donnelly products), Cincinnati, O. A list is contemplated in the near future.

Fred M. Randall Company, 6 North Michigan

avenue, Chicago. Sending out copy on New Era Spring and Specialty Co., Grand Rapids, Mich., to newspapers in scattered territory, in towns where a distributor is secured.

Reimers & Osborn, Inc., 285 Madison Ave., New York City. Now handling the following accounts: The Kolyvos Company, New Haven, Conn., manufactures "Kolyvos" Dental Cream. Cleveland & Whitehill Company, Newburgh, N. Y., manufacturers "Keystone" Trousers.

John Ring, Jr., Advertising Company, 211 North 7th street, St. Louis. Will place account for the St. Louis Chamber of Commerce.

Ruthrauff and Ryan, 225 North Michigan avenue, Chicago. Will compile a list of newspapers in the near future on Glessner Company, (Dr. Drake's Glesco and Turpo), Findlay, O.

Sehl Advertising Company, 360 North Michigan avenue, Chicago. Sending copy schedules on Leo Co. (Pen-Jell), St. Joseph, Mo., to towns in Colorado, Oklahoma and Missouri.

Smith, Brooke & French, Inc., 206 Elliot street, Detroit. Placing account of the Trumb Manufacturing Company, Detroit, manufacturers genuine "Orange Blossom" rings.

Turner-Wagener Company, 400 North Michigan avenue, Chicago. Is using a list of newspapers on "Certified Cleaner", through the Charles H. Nichols Co., Chicago.

University Commercial Club has started a three-year campaign to advertise the University District of Seattle, Wash. Newspaper advertising will be used in scattered territory.

Williams and Cunningham Company, 6 North Michigan boulevard, Chicago. Now placing the account of Fallis, Inc., Cincinnati, manufacturers of Peter Pan Cosmetics.

MADISON DAILY TO BUILD

Capital Times Completes Plans for \$150,000 Two-Story Home

The *Madison (Wis.) Capital Times* has completed its plans for the erection of a new \$150,000 home.

The new building will have 25,000 square feet on two floors and a basement. The press is to be located in the basement; business office and mailing room on the first floor and editorial office and composing room on the second floor. A 64-page Hoe press is to be installed.

Officers of the Capital Times Company are: William T. Evjue, president; Tom C. Bowden, vice-president and treasurer, and Harry D. Sage, secretary.

The *Capital Times* has been a crusading newspaper, and at present is engaged in a legal fight to determine whether a judge can impose an order of secrecy upon witnesses testifying in a case where reporters are barred.

Burbank Review in Daily Field

The *Burbank (Cal.) Review* has been changed from a four-times-a-week publication to the afternoon daily field. Harvey R. Ling is the publisher. The *Burbank Pathfinder*, also published by Ling, formerly a semi-weekly, will hereafter be published weekly.

First in New York

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

This great volume represents advertisements that have met the censorship standards of The New York Times. Thousands of lines of advertising have been declined by The Times since the first of the year as unworthy to be presented to its readers.

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world . . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."
—Boston Transcript, Oct. 29, 1921

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

RELATIONS OF PRESS AND COURT ANALYZED BY BALTIMORE ATTORNEY

Cooperation Necessary to Foster Best Interests of Each—Contempt Case Cited—Says Reporting Can Be Suppressed in Extraordinary Cases

IN an extraordinary case a judge might "pass an order that no account of the proceedings should be published at least until after the trial was finished."

W. Calvin Chesnut, a leading member of the Baltimore Bar, expressed that opinion in a paper recently read before the Maryland State Bar Association at its annual meeting in Atlantic City.

Because of the case in which Judge Eugene O'Dunne sentenced three editors and two photographers of the Hearst papers in Baltimore, the *News* and the *American*, to serve a day each in jail for contempt of court, the relations of the courts and the newspapers and the law of contempt have been much discussed in Maryland.

It would be only in an extraordinary case that such an order by the judge would be justified said Mr. Chesnut.

He said in part:

"The principle deducible from these contempt cases clearly does not extend to fair reports of the testimony and proceedings in pending cases. On the contrary, the public both demands it and it is in the public interest that the demand should be supplied. Here and there a case may arise in which extraordinary conditions might in the public interest or to insure a fair trial justify a judge in passing an order that no account of the proceedings should be published at least until after the trial was concluded. As we have seen such an order was recently passed by a Mississippi judge. Many years ago Federal Judge Baldwin at Philadelphia deemed it necessary in a particular murder case that there should be no daily report of the proceedings. And while he felt without power in view of the act of Congress of 1831 to prohibit publication as such, he nevertheless pointed out that he did have the authority to require a promise from newspaper reporters admitted to the trial that they would publish no account of the proceedings until after the final conclusion of the case. It is said that this order was fully obeyed. In *State vs. Morrill*, 16 Ark., 394 in 1855, it was said 'Such orders have been frequently made in important and exciting trials in this country.'

"Nevertheless, I think we will all agree that the case indeed must be exceptional in which the court would, at the present time, feel justified in passing such an order. And probably no such order has ever been passed in Maryland courts in this century. It is interesting, however, to note that very recently a bill was introduced in Parliament and I think passed by the House of Commons by a large majority and apparently without active opposition by the press the effect

of which is to suppress the publication of any details in divorce cases.

"It must fairly be said for the press that a very considerable portion of it deplors the current practice of 'trial by newspaper.' Mr. Wigmore, in 2 *Journal Criminal Law and Criminology*, page 68 quotes the *Chicago Herald* as saying:

"If we are to have civilization we must try cases in the courts, not in public print. Freedom of the press in all essential respects must be upheld but it must not become perverted to excuse such arguments as were made to the public before and during the legal trial of the MacNamaras. In England such practices are forbidden. Discussion of a case pending in the courts is punished at once as a contempt."

"The *Chicago Tribune*, on July 23, 1924, has this to say:

"The injury to justice is in publicity before the trial. Newspaper trials before the case is called have become an abomination. No newspaper can escape it. They have met the demand and in meeting it have stimulated public appetite for more.

Recently the condition of crime and criminal procedure in Chicago has attracted widespread attention. In this connection it is interesting to note that on May 12, 1925, all of the Chicago Superior Courts adopted jointly the following rule:

"No photographs shall be taken in any courtroom over which this court has jurisdiction or control before the trial of any cause, nor so close to such courtroom as to disturb the order and decorum thereof, either while the court is in session or at any other time when court officials, parties, counsel, jurymen, witnesses or other connected with the proceedings therein are present."

"It was said that this order was on the whole well received by the press.

"It is clear enough that a court has the undoubted power to prescribe rea-

sonable rules and regulations for behavior in the courtroom. The status of a newspaper reporter or editor therein is only that of any other citizen. The freedom of the press does not of itself justify his presence or expand his privileges. Without reference to any particular case, I think it is also true that the general and promiscuous taking of photographs in a court room or even the publication of sketches and cartoons of the judges, jurymen, parties or witnesses is objectionable because it tends to cheapen and detract from the dignity of judicial proceedings. It is also indirectly an obstruction of justice in the tendency it has or may have to aggravate the disinclination of parties or witnesses to appear in court. Those of us who are frequently in and about the courts often fail to realize that to the average citizen an appearance in court is a matter of extreme rarity and is an experience looked forward to as an ordeal. The strangeness and formality of the surroundings tends to create nervousness and very generally there is a feeling that it is desirable to avoid attendance in court. It is unwise to permit the feeling to be increased by the knowledge in certain cases that the witness may be subjected to further and often undesired publicity by having their features presented or misrepresented in the public press, or their manner and behavior while on the witness stand or while merely as spectators in court described and commented on, often to their disadvantage, by the searching eyes and sometimes imaginative pen of a newspaper reporter eager for items of news.

"And this leads me briefly to another feature of news reporting that is probably not reachable, even if it were desired to do so, by contempt proceedings, but which is nevertheless unfortunately against the public interest. I refer to the general inadequacy and inefficiency (at least from the trial lawyer's point of view) of the generally prevailing type of newspaper report of pending cases.

"But, from the impersonal point of

view, what the lawyer wants and what the public should want and have is 'respectable criticism of the courts, and reasonably accurate reports of judicial proceedings. It is, I think, the common view of lawyers, that it is almost impossible to tell from the newspaper report of a case either what are the apparent merits or what is the legal issue. The reason for this I believe is due not so much to the incapacity of the reporter as to the point of view with which he approaches the subject. He is looking for items of news interest and finds them only in those phases of the case which produce so called 'human-interest' stories.

"The problem of the relation of the press to the courts should never be approached by either side in the spirit of antagonism, but rather in the spirit of co-operation. Each is necessary to the other. The press is dependent in the last analysis on the courts for the proper enforcement of its true and constitutional freedom. And the courts are dependent on the press for proper publicity."

KILL A MYTH

One of the hardest beliefs to kill has been the one that circulation could not be made during the dog days.

Of course, it's purely a myth and aggressive publishers long ago killed it.

But it still persists in some quarters.

If it does in yours let me kill it for you.

Do you want circulation this summer?

I can get it for you without tricks or contests—I'll just sell your paper and help you improve it if it needs that.

Write or wire for details

F. J. Marks Circulation Service

2524 East 73rd Street
Cleveland, O.

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

Productive Advertising

Among those New Yorkers who constitute the best market for advertised products—the prosperous, intelligent, responsive New Yorkers—The Sun has a greater appeal than any other New York evening newspaper.

It is for this reason that manufacturers and merchants have found it so profitable to advertise their products in The Sun.

National Advertisers as well as Manhattan Department Stores have for years used more space in The Sun than in any other New York evening newspaper.

The Sun

280 Broadway New York

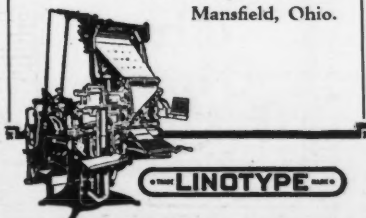
From the Linotype Mailbag

MODEL 26

"big feature is quick changing from one font to another"

"We are glad to say that this Model 26, installed last March, has given entire satisfaction in every way and we are highly pleased with its performance. We use this machine as a head and straight matter machine, carrying 12, 28, 36 and 42 point for our heads and 8 point for straight matter. The big feature of the machine is the quick changing from one font to another without having to wait for distribution, which saves considerable time during the course of a day's work. We have run this machine as high as three days without a distributor stop and it is a very common occurrence to run a full day without having to start distributor."

The Mansfield Journal
Mansfield, Ohio.



LINOTYPE

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

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

EDGAR M. FOSTER DIES IN NASHVILLE

**Business Manager of Nashville Banner
Failed to Survive Operation—Widely
Known in South—Served as Ban-
ner Executive 30 Years**

After 56 years of life in Nashville, Tenn., and with the greater part of those years dedicated to the service of his community and profession, Edgar Martin Foster, for 30 years business manager of the *Nashville Banner*, died June 20, following a short illness. On June 12, he underwent an operation, which at first was believed successful, physicians thinking that his strong constitution and will power would carry him through.

He was buried in Mt. Olivet Cemetery, June 22. Men and women from every walk in life attended the funeral services at the First Presbyterian Church, and heard the eulogy preached by Dr. James I. Vance. The entire church was filled with floral offerings. On one side of the church sat the entire force of the *Banner*, and on the opposite side the Rotary Club of which he was a member and past president.

Mr. Foster is survived by his wife, Mrs. Nina Stratton Foster and one son, Stratton Foster, publisher of the *Clarks-ville* (Tenn.) *Leaf-Chronicle*, one sister, Miss Evalina Foster, a brother, Robert C. Foster and a niece, Mrs. Josephus Daniels, Jr., of Raleigh, N. C.

The honorary pallbearers were the officers of the First Presbyterian Church, while the following employees of the *Nashville Banner* served as active pallbearers; Battle Clark, M. B. Morton, E. B. Dakin, Henry Fryer, Robert Hallum, John Gilmore, Sam Youree, Martin Clark, A. J. Grigsby, J. G. Stahlman, W. E. Beard, Horace Powell, A. T. Miller and Walter Cain.

Mr. Foster was born in Nashville, April 10, 1870, and lived in that city all his life. He was the son of Robert Coleman Foster and Elizabeth Bradford Foster, his father was the scion of one of Middle Tennessee's most noted families, being the son of Ephraim H. Foster, United States Senator.

At the age of eight, young Foster began selling the *Nashville Banner* on the streets of his city. His ability was soon recognized and in due time he was taken into the office of the paper and promoted to Route Manager. His only employment outside of the years he spent with the *Banner*, was with a local shoe store as a salesman, and a short time with Herriford Chadwell Company, and J. S. Reeves & Company.

When he was 20 years old he returned to the *Banner* as route manager and before he reached the age of 21 was made circulation manager. He continued to push forward until at the age of 24,

he was made business manager of the paper.

Mr. Foster was president of the Southern Newspaper Publishers Association in 1904, and was chairman of the Advertising Committee for the Development of the South's Resources. He served on the nominating committee many times.

He was one of the most active members of the Nashville Commercial Club and its successor the Chamber of Commerce and was president of the Rotary Club in 1920. It was as a member of the Rotary Club that he interested that organization in the raising of a fund to purchase a model home for Sergeant Alvin York, outstanding hero of the World War.

He was one of the leading workers in the Nashville Community Chest and headed the initial gifts committee in the recent drive for an endowment fund for Vanderbilt University. He was a member of the Old Capitol Club and the Hermitage and Belle Meade Country Clubs.



EDGAR M. FOSTER

MRS. MARY C. RIDDER

**Widow of New Yorker Staats-Zeitung
Publisher Is Dead**

Mrs. Mary C. Ridder, 76, widow of Herman Ridder, former owner and publisher of the *New Yorker Staats-Zeitung*, died suddenly June 27, at Monmouth Beach, N. J., where she had gone to recuperate from an illness.

Mrs. Ridder was born in New York, and was married to Mr. Ridder in 1880. Surviving are three sons, Bernard Ridder, president of the Staats-Herold Corporation; Joseph E. Ridder, vice-president; Victor F. Ridder, secretary.

Dies from War Gas

Sidney Pratt, composing room superintendent of the new *Montreal* (Que.) *World*, died suddenly June 29 from the effects of poison gas received while he was serving as a soldier overseas. He was formerly with the *Montreal Witness*, *Sherbrooke* (Que.) *Record* and *Aberdeen* (Scotland) *Free Press*.

Obituary

FRANK A. ROOT, 89, pioneer Kansas newspaperman, who published the *Atchison* (Kan.) *Free Press* and the *Atchison Champion*, died recently at his home in Topeka.

CHARLES R. LATHA, 55, on the staff of the *Windsor Locks* (Conn.) *Journal*, weekly, for 35 years, died suddenly, June 24.

RICHARD ELLIS DAVIES, 65, former pressman for the *Columbus Ohio State Journal* died recently.

WILLIAM H. PERKINS, 62, Portland, Ore., advertising man, died recently following a short illness.

DANIEL CUPPS, 50, former editor of the *Conroe* (Tex.) *Courier*, died recently at San Antonio. He was a native of Bedford, Ind.

W. W. IRELAND, 74, father of William A. Ireland, cartoonist on the *Columbus* (O.) *Dispatch*, died recently at his home, Chillicothe, O.

CHARLES R. COOK, 34, managing editor of the *Concordia* (Kan.) *Blade-Empire*, died recently at his home.

HORACE GREELY JAMES, 57, former editor and publisher of the *Independence* (Kan.) *Daily Reporter*, died recently at his home in Kansas City. After selling the *Reporter* to Clyde H. Knox, Mr. James became secretary of the Western Petroleum Refiners' Association.

MRS. M. T. A. HANNA, 70, first woman newspaper publisher of Washington and called by many the "mother of journalism" in her state, died at her home at Edmonds, Wash., Tuesday, June 15. She started the *Edmonds Review* and was also publisher of the *Edmonds Record*. At one time she was associate editor of the *Edmonds Examiner* and *Tribune-Review*.

Florida Paper in New Plant

Titusville (Fla.) *Star-Advocate* is now located in its new plant. The structure is of concrete block and stucco construction, 30 by 90 feet. New equipment has been installed including a new Duplex Model A web perfecting press, and the paper has changed to an eight-column 12 em page. Three platen presses are also included in the equipment, one of which is equipped with a Miller feeder. A new steel type cabinet with complete new type outfit has been added to the job department. Controlling interest in the *Star-Advocate* was purchased last September by H. H. Hudson, formerly of the *Cleveland Press*.

Daily Sponsored Sales Event

The *Niagara Falls* (N. Y.) *Gazette* sponsored a Suburban Sales event June 23-24, backed by 176 local merchants. Three advance announcements were used by the merchants and on the day preceding the sale the *Gazette* printed a 40-page issue.

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

Utah Press Association Meets

Summer convention of the Utah State Press Association, held in Tooele recently, was principally devoted to sight-seeing and visiting industrial plants. R. T. Porte, president of the Porte Publishing Company, Salt Lake City, tendered his resignation as secretary-treasurer, and James H. Wallis, interested in papers published in Uintah Basin and elsewhere, was appointed in his stead. Will R. Holmes, of Brigham City, president of the Association, presided at the meeting.

Daily Combats Peddlers

To combat door-to-door peddlers, the *Wellsburg* (W. Va.) *Daily Herald* recently ran an eight-column box, four inches deep across the top of page one with the caption "Peddlers Not Wanted—This City Buys Only from Reliable Merchants." The text matter attacked house-to-house selling.

Miscellaneous

Those planets in the Advertising Firmament that have no place among the general classifications are seen most frequently in the Miami Trading Zone by readers of The Miami Herald.

Comparative figures as of last year show that advertisers in this classification "keep stop" with others while within Miami's range of vision. The miscellaneous advertising figures are:

The Herald: 1,531,222 Lines
Second Paper: 1,142,715 Lines
—or a Herald lead of over 33%

The Miami Herald

"Florida's Most Important Newspaper"
Frank B. Shutts, Publisher.

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.

SERVICE

THE
CHARLES PARTLOWE
COMPANY

America's Largest Circulation
Building Organization
—RESULTS COUNT—
611 OCCIDENTAL BLD
INDIANAPOLIS, IND.

We shall be pleased to
see any newspaper man
during the Philadelphia
Convention and to talk
over with him his classi-
fied advertising problems



THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising
Counsellors
Packard Building Philadelphia

Largest
Weekday
Circulation

IN
THE CITY

The
Item
Tribune
NEW ORLEANS

GRAVURE
SECTIONS
PRINTED

SPECIAL AND REGULAR
EDITIONS, MAGAZINE
INSERTS AND COM-
MERCIAL WORK

Standard Gravure
Corporation

LOUISVILLE KY

WHAT'S WHAT IN THE FEATURE FIELD

Chicago Tribune to Syndicate Its Advertising, Art and Merchandising Service—Maj. Newman Writes Confessions of Congressman—"Chasing the Champion" by Harry Wills

THE Chicago Tribune has completed plans for the syndication of its advertising copy, art and merchandising service. The idea was developed by Fred Shafer, manager of the Tribune's advertising copy and art department. H. J. Hirsch, Mr. Shafer's assistant, will be in charge of this new Tribune activity.

The Tribune maintains for the service of local stores and retail shops, eight advertising writers and 26 artists. Service is expected to start this entire personnel available for use by other newspapers in August.

Eugene MacLean Newspaper Features, San Francisco, started June 28 issuing a daily mat service to western newspapers. The service includes news pictures and complete departments from comics to radio, described as having a "western flavor." A new office has been opened in Los Angeles, with Fred Masters, in charge, assisted by Miss May Bradfield, formerly of San Francisco Daily News.

W. H. Johnson, New York, president of Johnson Features and of Editors' Feature Service, Inc., is making an automobile tour of the central states after a visit at the Cleveland plant of Editors' Feature Service.

Harry Wills' own version of what he has experienced in trying to obtain a bout with Jack Dempsey is being offered newspapers by Premier Syndicate, New York, under the title "Chasing the Champion." The feature runs in 22 illustrated installments.

Dr. William T. Ellis of Swartmore, Pa., who writes a weekly Sunday School lesson feature for the McNaught Syndicate, New York, returned this week from the Near East, where he spent the last 10 months writing a book on the Bible lands. Dr. and Mrs. Ellis covered every principal geographical point mentioned in the Bible, including the New Testament cities of interior Turkey; the heart of the Sinai Peninsula, where they rediscovered Kadesh-Barnea; Arabia, Mesopotamia, Transjordan and Shushan and Ecbatana in Persia.

Manuel Rosenberg, cartoonist on the Cincinnati Post, sailed for Europe from New York last week on a sketching tour of the Continent. He will draw pictures of the training camp at Cape Griz Nez where Lillian Cannon, NEA Service, channel swimmer is in training.

"The Microbe Hunters," by Paul de Kruif, collaborator with Sinclair Lewis in "Arrowsmith" is being distributed as a Sunday feature in 12 installments by Current News Features, Inc., New York and Washington.

"One Burning Minute" is the title of a newspaper serial being prepared by Orlin Tremaine for King Features Syndicate, Inc., New York.

George G. Janosik, treasurer and business manager of the McClure Newspaper

Syndicate, New York, is planning to attend the annual convention of the Southern Newspaper Publishers Association, at Asheville, N. C., July 6-8.

Acme Newspictures, New York, obtained exclusive pictures last week of Lt. Comm. Richard E. Byrd's arrival home from his flight to the North Pole. A tug was chartered and cameramen sailed out into a storm to find Byrd's ship two miles east of Ambrose Lightship, 32 miles from the Statue of Liberty. Making the trip were J. A. Nesensohn, Ellis Edmunds, and P. A. MacGregor of the New York office.

The 1926 edition of "Johnny Farrell Tells How to Play Golf" is now being offered newspapers by the Premier Syndicate, New York.

"Laila," a story of the days of Christ, is a new serial offering by the Eugene MacLean Newspaper Features Syndicate, San Francisco. It is written by John Newport.

Maj. Oliver P. Newman, newspaper and magazine writer, has written "The Confessions of a Cabinet Minister" for Current News Features, Inc., New York. Maj. Newman is author of "The Confessions of a Congressman," previously run by clients of the same syndicate. Both series are to appear in book form later.

Pat Sullivan, creator of "Felix," and cartoonist for King Features Syndicate, Inc., New York, has obtained a temporary injunction against the C. F. Eckhart Company, Port Washington, Wis., makers of "Fido" an inanimate plaster-of-paris feline.

"Fido" is said to look enough like Felix to be his twin, and is therefore alleged to be an infringement of the rights of the New York cartoonist.

L. F. Parton, editor of Current News Features, Inc., New York, has returned to his desk following a short illness.

New features added to the daily budget service of Editors' Feature Service include "Many Minds," editorial review; "Wife Preservers," household helps department; "The One-Minute Pulpit," a Bible feature, and "Noah Numskull," one column comic panel.

German Ambassador Praises U. S. Press

Baron Ago von Maltzan, German Ambassador to the United States, praised the U. S. press for accuracy and fairness in an interview granted prior to his sailing for Germany June 24.

COMIC ARTISTS FORM NATIONAL BODY

American Association of Cartoonists and Caricaturists Established with Eugene Zimmerman President, and Freeman Hubbard, Secretary

Establishment of the American Association of Cartoonists and Caricaturists, with Eugene Zimmerman as president, was announced this week in New York.

Other officers are: Bud Fisher, New York, ("Mutt and Jeff"), first vice-president; Rube Goldberg, New York, ("Boob McNutt"), second vice president; and Freeman H. Hubbard, New York, editor of *Cartoons Magazine*, secretary.

The following were named to the Advisory Board: Albertine Randall, ("In Rabbitboro"); Clare A. Briggs, ("Mr. & Mrs."); M. M. Branner, ("Winnie Winkle"); Winsor McCay, ("Little Nemo"); Eddie McBride, sports cartoonist and a syndicate art manager; Milt Gross, ("Nize Baby"); Pat Sullivan, ("Felix the Cat"), Ed Wheelan ("Minute Movies"), all of New York City, and Bill Steinke, editorial cartoonist, Newark (N. J.) *Evening News*; C. H. Wellington, Hollywood, Cal., ("Pa's Son-In-Law"); and Manuel Rosenberg, art editor, Cincinnati (O.) *Post*.

As a tribute to one of America's very few women cartoonists, Albertine Randall was chosen chairman of the board. "Our purposes are," Mr. Zimmerman said, "to increase public interest in our profession, encourage talented amateurs



EUGENE ZIMMERMAN

and help the members with information and publicity. This Association is not a labor union.

Headquarters of the organization will be in the Nichols Building, 244 West 49th street, New York City.

Chapin Resigns Editorship

George Chapin has resigned as managing editor of the *Champaign (Ill.) News-Gazette*, to become secretary of the Urbana (Ill.) Association of Commerce. He assumed his new duties July 1.

Daily Sponsors Boat Races

The sixth annual Chesapeake Bay Workboat races conducted by *Baltimore Sun* and *Evening Sun* were run at Solomon's Island, Md., Saturday, June 26. Prizes of cups and cash purses were given in each class.

For the First Three Months of 1926

THE TAMPA MORNING TRIBUNE

printed 7,355,276 lines of Advertising, and thus moved up from twelfth to SIXTH place among the newspapers of the United States.

The only newspapers printing a greater volume of advertising during that period than The Tribune were the Miami Herald, the St. Petersburg Times, the Detroit News, the Chicago Tribune and the New York Times.

The Tribune covers the rich South Florida territory of 24 counties and 190 cities and towns, with a population of 713,943.

That's Why Its Advertising Volume Grows

The S. G. Beckwith Special Agency, National Representatives.

The Morning Telegraph

Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.

Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.

The Morning Telegraph
50th St. & 8th Ave., N. Y. City

have you been following the remarkable growth of the Detroit Times

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 Woodard & Kelly
110 E. 42d St. 360 N. Mich. Ave.
New York Chicago

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

first! in OHIO

9,561,237 Lines

Dispatch advertising record for the first five months of 1926, exceeding other Columbus newspapers combined by 1,378,109 lines. In 1925 the Dispatch published 21,544,376 lines, exceeding second largest Ohio newspaper by 2,648,383 lines.

NET PAID CIRCULATION

CITY 55,812
SUBURBAN 26,973
COUNTRY 23,666

Total Daily Circulation.....106,451

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

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.

LONG ISLAND PUBLISHERS AT ANNUAL MEETING



ABOVE are shown members of Long Island Press Association photographed at their annual meeting at Rockaway Beach on June 21. Those in the picture are: Front row left to right; Jesse F. Merritt, *Mineola Nassau County Times*; Mabel W. Merritt, *Farmingdale Post*; Alwena M. Robbins; Mrs. E. B. Myer, *Whitestone Herald*; Joseph Arnold, *Greenpoint News*; Mrs. Joseph Arnold; Antoinette M. Umeloch; Freda Fisher, *Bellmore Courier*; Mrs. Elizabeth Marlow; Frank M. Marlow, president, L. I. Press Association; D. W. Murray, *Rockaway Beach Wave*; R. M. Gipson, president, Chamber of Commerce, Rockaways; Francis Hoag, *Sayville Suffolk County News*; George LeBoutillier, vice-presi-

dent, Long Island Railroad; George Schubel, *Ridgewood Times*; William McCarthy, *Mineola Sun*; V. A. Williams, *Hempstead Enquirer*; Marion L. Hoag; A. E. Allees, C. of C. of the Rockaways; W. L. Bird, *Jamaica Long Island Daily Press*.
Center row: Joseph R. Robbins, *Smithtown Branch Messenger*; Nicholas Clute, *Elmhurst Newtown Register*; Lena M. Clute; A. Park Campbell; Mrs. Morris Friedman; E. G. W. Williams, *Valley Stream Record*; Mrs. E. G. W. Williams; J. H. Hansen, *Richmond Hill Long Island Weekly News*; A. J. Ball, *Woodhaven Leader-Observer*; W. L. Parks, Mergenthaler Linotype Company; Joseph Pearson, *Rockaway Beach Argus*; William

McCarthy, *Roslyn News*; P. H. Vogel, *Floral Park Review*; William H. Neel, *New York Times*; Robert Cresswell, *New York Herald Tribune*; John W. Wainwright, Miss Margaret Wainwright, Hubert Murray.
Top row: George Wolpert; George Flatow, L. I. Railroad; John P. McDermott, Walter S. Funnell, Long Island Association; Hugo Seeselberg, *Flatbush Observer*; Dorothea J. Kieson, *Belmore News*; W. H. VanWinkle, *Merrick News*; N. H. Uhlman and Morris Friedman, *Hicksville Courier*; R. Douglas, *Sea Cliff News*; M. L. Friday, E. W. Blatchford Company; H. Sizenmore, Lanston Monotype Company; Paul Charlestone, F. A. Nauftus, *Queen-Hollis Times*; Harry C. Tudor, J. F. Roche, Editor & Publisher; W. F. Cone, *Brooklyn Weekly News*; Thomas Kelly, Harry Rogers, Clifford Ball, *Queens Village Review*; C. A. Ryder, N. Y. Telephone Company; Mrs. John W. Wainwright.

NEWSPAPER EXHIBIT DEDICATED

Camden (N. J.) Courier-Post Formally Opens Buildings at Sesqui

David Stern, publisher of the *Camden (N. J.) Courier-Post*, on June 29, formally dedicated the building his newspaper has erected at Sesqui City, Philadelphia, as part of the Sesqui-Centennial Exposition.
The building is a replica in miniature of old Indian King Inn, cradle of New Jersey's liberty, and is the only newspaper building at the Sesqui-Centennial. Inside is housed an editorial exhibit, telling the story of the *Courier-Post's* growth.
Preceding the dedication ceremony Thursday, luncheon was served at the Hotel Walton, Philadelphia.

Hershfield Heads Cheese Club Again

Harry Hershfield, comic strip artist for King Features Syndicate, Inc., was last week re-elected president of the Cheese Club, an organization of theatrical publicity and newspaper men. Other officers chosen included Walter J. Kingsley, first vice-president, and Lewis Levenson, secretary.

New Weekly at Kramer Hills

Lloyd Tiernan, publisher of the *Bartow (Cal.) Printer*, has established the *News* at the new mining town of Kramer Hills, Cal., scene of the new gold rush.

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

BLADE PLANNING NEW HOME

Work on Toledo Daily's Plant Scheduled to Begin in Few Days

Plans for the new building to be constructed by the Toledo Blade Co., with frontages on Superior, Beech and Huron streets, Toledo, have been completed. It is expected the contract will be signed and the ground broken within a few days.
The building, three stories with basement, will be of stone, with 300 feet frontage on Beech street and 100 feet frontage on Superior and Huron streets.
The ornamentation will be of a Spanish type. The equipment throughout will be new, including presses.

Suit, Charging Ad Fraud, Fails

Suit for receivership of the Mizner Development Corporation, owners and developers of Boca Raton, was dismissed in Federal Court at Jacksonville, Fla., June 29. The suit was brought by Guy A. Reed, New York carpet manufacturer, who asserted in his petition that misleading advertising was used in newspapers, magazines, and pamphlets by the corporation to picture improvements and existing conditions wrongfully and victimize the public and prospective purchasers.

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
54 East 42nd St. Tower Building
New York City Chicago, Ill.

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

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

Former Critic Wins Poetry Prize

"High Passage," a book of poems by Thomas Hornsby Ferril, Denver, former dramatic critic of the *Rocky Mountain News* and *Denver Times*, was recently awarded first place in the annual competition of the Yale University Press for the best collection of poems by American younger poets during the year. Most of the verses in the winning volume were first printed on the editorial page of the *News* and in the *Times*.

Myers Loses in Court

Charles B. Myers, stockholder and trustee of the Colorado Pulp & Paper Company, Denver, lost a suit brought May 26, in United States District court at Brighton, Col., against the officers of the company who, he alleged, were mismanaging the concern. Myers asked the appointment of a receiver and charged also that the company was insolvent and had been for the last eight months.

THE TELEGRAM

now has the largest
paid circulation in
CLARKSBURG, W. VA.

13,000 daily
14,000 Sunday
guaranteed.

Member Audit Bureau of
Circulations

Represented Nationally by
The Devine-MacQuoid Co., Inc.
New York Philadelphia Pittsburg Chicago

Use the COMBINATION RATE OF The Gazette Times (Morning and Sunday) AND Chronicle Telegraph (Evening)

in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.

National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
E. J. BIRDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

THE WELFARE COMMITTEE of the INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

WHAT THEY ARE SAYING

URGES SYNDICATE FOR CHINA

"It is doubtless partly owing to the poverty of these smaller papers that no native syndicate has yet been organized to sell features throughout China. The foreign papers buy features and 'funnies' from abroad, but for the native editor, who is a much driven beast of burden, generally managing his sheet single-handed, the sun of such assistance has not yet risen. It seems to me there is a rich harvest to be reaped by the first firm having sufficient enterprise to sell a blanket service to the Chinese."—Sum Nung Au-Young, Director, Chinese Government Bureau of Economic Information, New York.

SUGGESTION FOR SOLICITORS

"I AM wondering if too many of us are forgetting that no newspaper, great or small, can carry a line of any man's advertising until that man has first been sold on newspaper advertising. In our enthusiasm for our own lineage records are we leaping headlong over our duty to sell newspapers first and then our own paper?"—Frank E. Tripp, general manager, Gannett Newspapers.

PROMOTING CLASSIFIED

"TO obtain classified advertising from the occasional advertiser, newspapers must create an atmosphere favorable to advertising. Office ads, fillers and testimonials are very useful. Joseph Pulitzer considered the *World's* first page ears to be the most valuable part of the paper in which to advertise the advertising value of the *World*. He paid \$100 a week to a specialist to write two short epigrammatic ads daily. He wanted something short and striking about the *World's* ads that the advertiser could quickly grasp and retain in his memory."—Frank McCabe, classified advertising manager, *New York World*.

DEMAND FOR CHURCH NEWS GROWING

Many Large Denominations Now Have Bureaus Cooperating with Press, Methodist Bulletin Issued in Chicago Declares

A growing demand for church news is reported in the annual bulletin of the World Service Commission of the Methodist Episcopal Church, issued in Chicago. There is a greater demand for genuine church news by the newspapers than can possibly be supplied, the report says.

"There has been a remarkable growth in the number of newspapers in the United States which now either have church editors or are giving special attention, particularly on Saturdays and Sundays, to religious news and reports," the bulletin declares.

"We are finding no difficulty in placing real interesting news matter. If there is any difficulty, it lies in deciding what information regarding the church is considered propaganda by the newspapers, and what is considered news of general public interest.

"So insistent has the demand for church news become that several large church organizations are co-operating by organizing church press bureaus.

The Catholics have a well organized press bureau in Washington and have recently established a bureau in Chicago.

"At Philadelphia the Presbyterians have a press bureau which sells at cost copy of advertising material to the preachers and churches. It also sends out news material set up in galley proof or on white glazed paper ready for the printer.

"The Protestant Episcopal church has a press bureau in New York, supervised

by a clergyman and using several good newspaper men as writers and supervisors.

"In the Lambuth building, Nashville, Tenn., the Methodist Episcopal church, South, has its secular press bureau."

INCORPORATE DAILY

Indianapolis Political Group Form Half-Million Corporation

(By Telegraph to Editor & Publisher)

INDIANAPOLIS, Ind., July 1.—A group of local City Hall executives and assistants recently formed the *Indianapolis Tribune Publishing Co.*, with a capitalization of \$500,000 to publish a morning newspaper, daily and Sunday.

The incorporators were Donald F. Roberts, city attorney; Claude C. McCoy, secretary of the board of safety; George Morgan, assistant superintendent of parks; Jesse J. McClure, director of recreation, and Thomas N. Chilcote, a clerk in the building commissioner's department. The incorporators declined to divulge their plans.

Boston Herald Makes Traffic Survey

A Staff writer of the Boston Herald this week concluded a survey of traffic conditions in seven principal cities of the east and middle west.

MIAMI WARRING ON "CLASSIFIED CROOKS"

Newspapers and Better Business Bureau Combine in Appealing to Public to Report Fakers

The Miami Better Business Bureau and the Miami newspapers have combined to "fight the classified faker."

At the head of its classified advertising columns each day, the *Miami Herald*, reputed to have carried last year more advertising than any other newspaper in the country, reproduces this statement: "The Miami Herald will not knowingly accept any advertising of a fraudulent nature. You can assist us in protecting our readers by asking the Miami Better Business Bureau to investigate any unknown proposition or propositions that are not as represented in the advertising. Their service to the public is rendered without cost. Their telephone number is 35977."

In the opinion of the Miami Better Business Bureau, which has just issued a proclamation of war on the "classified crook," the classified column of a newspaper can prove to be a haven of refuge to the purveyor of doubtful or dubious propositions.

"It enables him," says the Bureau statement, "to open a channel of contact with the public without revealing in his copy the nature of his business. A box number can serve as a cover to a promoter whose mere name might prove to be a warning.

"Such a situation renders it exceedingly difficult for classified managers to censor copy. And it renders it virtually impossible for the bureau to cover such a situation. In the final analysis it is the public that should bear the burden of the investigation. The newspaper will eliminate the fraudulent proposition when known, but the public must do its share. This responsibility can be put before the public squarely by the newspapers."

FREDERICK CUNLIFFE-OWEN

Editor and Writer, Known as Marquise de Fontenoy, is Dead

Frederick Cunliffe-Owen, 71, editor and writer, died in New York, June 28. He was author of a widely syndicated letter dealing with the affairs of the European nobility. This letter he signed as "By La Marquise de Fontenoy." He was a prolific writer on European politics.

Mr. Cunliffe-Owen was born in London on January 30, 1855, the son of Sir Philip and Lady Cunliffe-Owen. His mother was the Baroness von Reitzenstein. He was educated at Lansing School, England, and the University of Lausanne, Switzerland. He came to America a young man and in 1889 became foreign editor of the *New York Tribune*, keeping this post until 1898, when he became society editor. He left the paper in 1913.

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

There Are No Other Newspapers Covering South Jersey Completely

From the Standpoint of the National Advertiser

CAMDEN COURIER
The MORNING POST

60,000 Circulation
Combination Rate

National Representatives:
STORY, BROOKS & FINLEY

Wheeler-Nicholson, Inc. Complete Feature Service

Wire us for samples and prices of the

Largest, Most Original Most Artistic and Finest

blanket feature service on the market, which includes 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

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



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.

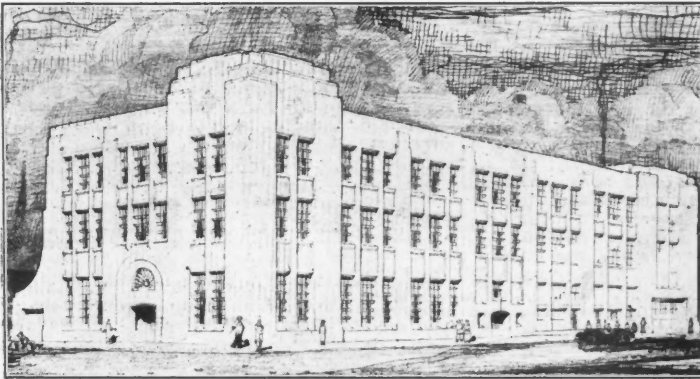
DAILY

Cross-word Puzzles, Dots and Out-outs; Radio; Noozie; Fashion hints; 1 col. Comics; Portraits; Gillilan's Letters; News-Maps, also The Ad-route (house organ).

The International Syndicate
Baltimore, Md.

Peoria
The
Try-Out City
—THE PEORIA—
JOURNAL
Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

FARGO FORUM BUILDING NEW PLANT



ABOVE is an architect's sketch of the new building which is being erected by the Fargo Forum Publishing Company, and which will become the home of the *Fargo* (N. D.) *Forum*.

It is expected that the building will be ready for occupancy about Oct. 1. The building is three stories over a full basement and is of fireproof construction, and will have a facing of light colored

brick. It is sixty-five feet wide and has a depth of one hundred and forty feet.

In connection with the new building program the Fargo Forum is also purchasing extensive new equipment including a high speed press.

N. B. Black, is president and publisher; Norman D. Black, general manager; and H. D. Paulson, editor.

FOREIGN CORPS HOST TO DELEGATES

British and French I. A. A. Convention Groups Tenedered Luncheon, Monday, on Mauretania—Knecht and Lawson Speak

BY HAROLD BUTCHER.

There was keen competition among the Association of Foreign Press Correspondents, the Cunard Company, and the English Speaking Union to entertain the British and French delegates to the International Advertising Association Convention on their return to New York from Philadelphia. In the end a compromise was effected and a luncheon was given on Monday, June 28, on board the *Mauretania* under the auspices of the Foreign Correspondents Association, with John Daniels, secretary of the English Speaking Union, present to represent his organization.

Dr. A. Moravski-Nawench, *Czas* Poland, president of the foreign press, in introducing Dr. Marcel Knecht, head of the French delegation, said that Melville Stone had described Knecht as "the best informed person in the United States."

Dr. Knecht spoke briefly, in "better English than the English" according to Colonel Lawson, head of the British delegation. Of the Foreign Correspondents Association he said its spirit had always been the spirit of understanding.

"What we have gained by the convention of the International Advertising Association," said Col. Frederick Lawson, "is a personal contact with those people over here who are engaged in the same profession as ourselves, who are facing the same problems and the same difficulties in another country. We have come to know them personally, and when we return to our own countries we shall understand much better what is going on in America, and we shall delight to tell how extraordinarily well we have been treated over here by our American hosts."

Colonel Lawson, who is joint proprietor of the *London Daily Telegraph*, also spoke of the quality of the foreign correspondents in America representing European papers. "We in England," he said, "always send our best men over here, and we see that every other country is doing the same. The reason for our success in telling Europe of what is going on in America is to be found in the integrity and ability of the individuals who are conducting the work."

Capt. Arthur H. Rostron, commander of the *Mauretania*, eloquently revealed

the attitude of a sea captain to his work.

In addition to the speakers the following also sat at the head table: Mrs. Lawson, Leon Renier, vice-chairman of the French delegation; Consul Scott, representing Sir Harry Armstrong, British Consul-General, E. Hope Prince, editor, *Liverpool Echo*, Louis Wiley, business manager, *New York Times*, Percy S. Bullen, American correspondent, *London Daily Telegraph*; and E. H. Borer, general passenger agent, Cunard line. Sydney J. Clarke, secretary of the Foreign Correspondents Association, took care of the luncheon details for the Association.

A. P. MESSENGER BOY IS HONEST TO GAMBLERS

THOUSANDS of newspaper readers who gamble on the daily clearing house balance as printed in evening newspapers depend upon the honesty of a young Associated Press messenger boy, it was revealed this week by Norris A. Huse of the A.P. executive staff in a radio address.

Lester Aronstein, 15, goes each day from the A.P.'s Wall Street bureau to obtain a copy of the day's report, including the fateful figures upon which a great deal of money is later to change hands.

On several occasions, according to Mr. Huse, Lester has been halted by strangers, who have offered him \$50 to reveal the figures several hours in advance of publication.

"And this boy, without a moment's hesitation, has in each instance refused the bribe and has remained true to his trust and to the Associated Press," Mr. Huse said.

USE THE CLASSIFIED PAGE

It will sell Equipment or Services, make contact between employer and employee and open up Business Opportunities.

Many advertisers endorse the Classified page of

EDITOR & PUBLISHER

NEW ADDITION READY

Tulsa World Editorial Department Moves Into New Quarters

With work on the new four-story addition to the five-story building of the *Tulsa* (Okla.) *World* rapidly nearing completion, the editorial staff was moved Tuesday into its new quarters on the third floor and the second floor given over to the mechanical department.

When the addition is completed Eugene Lorton, publisher, will erect a private bungalow on the roof.

New equipment for the mechanical de-

partment, including three linotype machines and stereotyping apparatus, will be installed soon. The *World* will receive Consolidated Press service beginning July 15.

Move to N. Y. Post Plant Delayed

The *New York Evening Post* will not move to its new plant until Aug. 4, as was announced this week by C. C. Lane, business manager. It had been expected that the move would be made about July 4. Work of installation of four sextuple Scott presses is virtually completed. The linotype battery, consisting of 40 machines, has not yet been installed.

Supplies—Equipment

PRESS CONTROL

CH

"Safest System in the World"

For large and small plants

Cutler-Hammer Controllers for presses of every size and for every type of motor-driven machine.

Address all communications:

The CUTLER-HAMMER Mfg. Co.

Pioneer Manufacturers of Electric Control Apparatus

1203 St. Paul Avenue, Milwaukee, Wis.

CUTLER-HAMMER

THE MARGACH FEEDER

for

Linotype, Intertype, Monotype, Ludlow, and Elrod machines
\$75.00 each

Further inquiries may be directed to the

N. Y. Times Phila. Bulletin
Chicago Tribune Boston Herald

or several hundred other publishers upon request.

Margach Mfg. Co., Inc.
211-215 Centre St., New York

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.

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

Rebuilt

GOSS & HOE

PRESS BARGAINS

ALL TYPES

SEND FOR LIST

THE GOSS PRINTING PRESS CO.
CHICAGO—NEW YORK—LONDON

LEGAL

INTERNATIONAL PAPER COMPANY
New York, May 26th, 1926.
The Board of Directors have declared a regular quarterly dividend of one and three-quarters per cent (1 3/4%) on the Cumulative 7% Preferred Stock of this Company, and a regular quarterly dividend of one and one-half per cent (1 1/2%) on the Cumulative 6% Preferred Stock of this Company, for the current quarter, payable July 15th, 1926, to holders of record at the close of business July 2nd, 1926. Checks will be mailed. Transfer books will not close.
OWEN SHEPHERD, Treasurer.

EDITOR & PUBLISHER
Reaches the Man Who Buys

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

Two Splendid Bargains—Evening paper exclusive Southwestern field; earning 25% net on price asked; initial payment \$10,000; balance easy terms. Weekly paper and job plant; large fertile field. Earning 40% on price asked; initial payment \$7,000. These are real opportunities. J. B. Shale, Times Bldg., New York.
 Western Pennsylvania Weekly, only paper in county seat of large county. Profitable business and splendid equipment. Available for \$21,500 on terms. Prop. 1450x. The H. F. Henrichs Agency, Litchfield, Ill.

Interest for Sale

Interest, carrying position of business manager; Oklahoma city of ten thousand; only daily in rich and fast growing city; salary commensurate with ability; applicant should have from five to seven thousand. Address A-612, Editor & Publisher.

CIRCULATION

Premiums

Premiums of every description. Your Publisher takes no risk. C. R. Bailey, Hoboken, N. J. Formerly New York. Estab. 1888.

Steel Coaster Wagons—A Philadelphia daily offers 10,000 (ten thousand) and numerous large dailies throughout the country are offering thousands lots. Parents will work on a wagon offer. Let us quote you. Circulators report a wonderful summer for kid offers. Plenty of Copy. 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 experienting. 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.

How Many New Mail Subscribers do you want? We will tell you how to get 'em and get 'em fast. A large daily secured ten thousand (10,000) subscribers on this offer. The All-bright China Co., Palmyra, N. J.

EDITORIAL

Syndicate Features

New York Bolletina dela Sera and Toledo (Ohio) Times are the new customers this week. For samples of a live, alert, up-to-date service, write The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Assistant Manager—Man, age 30 to 40, as assistant to the manager of internationally known and fast growing photographic news organization. Must have editorial and managerial experience. This position offers an unusually bright future for the right man. State all of your qualifications including age, education, past experience and earnings. Write freely as your letter will be held in strictest confidence. Address President, A-621, 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. Oklahoma and Times, Oklahoma City, Okla.

EMPLOYMENT

Help Wanted

Editorial Writer—Experienced, with background of liberal education, and fitted for making up editorial page. Character and dependability requisite. Wanted by leading paper in attractive city between 250,000 and 300,000 population. A-627, Editor & Publisher.

Managing Editor for the leading newspaper in a highly competitive New Jersey field. \$100 weekly. In answering give full details of previous experience. Box A-622, Editor & Publisher.

Reporter—Vermont Daily seeks reporter with Vermont background, 22 to 32 years old. Should be capable of early growth to desk responsibilities, but genuinely devoted to reporting. Address A-611, Editor & Publisher.

Telephone Room Manager in Classified Advertising Department of large Metropolitan newspaper (Daily and Sunday) where selling ability is essential and governs production. Person selected for this post must possess initiative, executive ability, experience in managing telephone division, selling classified advertising by telephone, able to conduct sales meetings and assist girls in improving their sales talk. Classified Department of this newspaper is one of the leaders in the country in methods employed to develop classified advertising. The value of this paper to advertisers is equal to that of any paper in this locality, but it must be sold. Manager of this Telephone Room must be able saleswoman and executive of highest type. Write for appointment, stating age, past experience in classified field, salary desired, etc. A-629, Editor & Publisher.

Situations Wanted

Advertising Manager and Newspaper Executive wishes connection July 12. Twelve years' experience—retail accounts, manager national, manager special features, statistical and circulars promotion prepared; age forty; married; Christian; arts graduate. Prefer growing suburban paper. A-593, Editor & Publisher.

Advertising Manager, experienced, loyal, aggressive, forceful. I can deliver. Possess executive, salesmanship and creative ability. Can manage entire advertising department. Want permanent place on daily. Can come on receipt of wire. A. M. Durman, 151 Queen St., Charleston, S. C.

Advertising Manager with successful record on leading papers, will connect with good paper, any location. Best references. A-625, Editor & Publisher.

Advertising Manager, Solicitor—8 years' experience, cities up to 260,000. Builds lineage, prestige, goodwill. Writes selling copy, makes effective layouts. Married. Permanent connection in Southwest preferred. Town 8,000 to 100,000. References. A-624, Editor & Publisher.

Assistant Circulation Manager or Circulation Accountant—Position wanted by disabled veteran. A find for a progressive publication interested in clean circulation only. A-610, Editor & Publisher.

Circulation Manager—Will make you proud of your next A. B. C. audit. Can give you an increase in circulation that will warrant a boost in your advertising rates. 20 years in the business. Proven record. Address Circulation Manager. 434 1/2—19th Ave., Moline, Illinois.

Circulation and Promotion Manager seeks confidential correspondence and interview with publication or combination needing new life in the direction and leadership of its circulation department.

Study this ad, it's your paper's opportunity. The writer with years of experience, enjoys a constant flow of productive ideas; is a good leader and pusher; never hibernates; knows cost, where his figure is at all times and how to control it; accostured to the keenest competition, yet able to eliminate lost motion in promotion; will show tangible results within ninety days and thereafter until you say "enough." Metropolitan and provincial experience. Judicious spender, showing 100% results for your dollar.

Actual working experience covers every cog of a circulation department, consequently the applicant can immediately place his hand on any part of an organization not functioning 100%.

Location—no objection. Salary reasonable with provision for compensation in accordance with results. Future prime thought, not a drifter.

Age 35, family, excellent health. At liberty with due notice. Excellent reference. Now at the time to change circulation executive to perfect your organization and show fast, sound growth. Address A-618, Editor & Publisher.

Circulation Manager with fifteen years' experience, all branches of department, desires permanent connection with live organization as manager where ability counts. Have had complete charge department on several leading daily newspapers. At present assistant on Morning, Evening and Sunday in city of 175,000. An organizer and executive, economical and hard worker. Especially strong on boy promotion, city and country. Believe in honest methods, can fill requirements of A. B. C. Get the revenue and production at lowest cost; 38 years old, married, sober. Best of references and record. Available on 30 days' notice. Address A-626, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Manager—Mr. Publisher, can you use this Circulation Man? Age 28, Christian; started as newsboy and worked up to Circulation Manager, Subscription Manager, etc., of one of the leading dailies in the east; knows the circulation problems of the average publication thoroughly and his long training and experience fits him to offer intelligent solutions. His record substantiates his constructive efforts; does not resort to sensational methods but believes in a sane, constant program in gaining objectives. His present position does not afford him of further advancement and his ambition and enthusiasm will not reconcile itself to such a situation—hence, he wants to make a change; preferably with some publisher in a city of about 100,000—who desires a circulation manager who is not afraid of "plugging" and putting in long hours. Highest references. What have you to offer? Write in confidence to A-623, Editor & Publisher.

Circulation Manager, competent, available on short notice due to sale of paper. Thoroughly familiar with all phases of circulation work by actual experience from mailing room to promotion. Address A-614, 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.

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.

Copy Reader, Reporter, 15 years' experience on large, small dailies, seeks job with newspaper which can use man of wide training in all divisions of editorial department work. Good on city desk, makeup, special editions. No objection to small city; 35, married. A-619, Editor & Publisher.

Desk Man and Editorial Writer with 14 years' experience in metropolitan and smaller fields, eight as managing editor, now available. Thoroughly competent and reliable, with excellent record of accomplishment. Details and references gladly submitted. Write or wire "Editor," 122 East 2nd Street, Muscatine, Iowa.

Editor, City or Telegraph, now employed, city near 50,000, trained in all departments, seeks desk or assistant position in city of 50,000-100,000. Handle sports. A-620, Editor & Publisher.

Editorial and Desk Work on daily paper wanted by newspaper man of experience. Examples of headlines, special articles and editorials furnished on request. References. R-992, 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 downtown paper; 15 years' experience. Address A-528, 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.

News Room executives' services available. Seventeen years experience with newspapers and wire services. A-617, Editor & Publisher.

Reporter—City editor, sports, feature, and circulation experience, desires opportunity on paper west of Chicago. A hard worker with good references. Age 25. A-613, Editor & Publisher.

Reporter—Four years' experience all runs. Some desk experience also. References. Ralph Kahn, 3411 North 16th, Omaha, Nebr.

Superintendent—Foreman composing room, desires change. Foreman daily 14-48 pages. Experienced all branches. Capable executive who can get maximum output. Go anywhere. A-616, Editor & Publisher.

Veteran Editor, metropolitan and interior experience, wants responsible executive or editorial position; now on New York daily. A-615, 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, 134 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 Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Four Rebuilt Model 5 Linotypes for sale at bargain prices; equipped with gas metal pots and individual electric motors. Register Publishing Co., Danville, Va.

The New York Times Has for Sale 10 Hoe pneumatic steam tables, 2 wood matrix rollers, 2 Westinghouse Duplex Direct, motor driven Air Compressors with tank. If interested write Mechanical Superintendent, The New York Times, 229 W. 43rd Street, New York City.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

Duplex Tubular Press equipment wanted—must be in good condition. Sixteen page preferred. Give price, terms and date available. A-628, Editor & Publisher.

Tissue Holder and table for wet mat making wanted. Lansing Capital News.

Newspaper Properties

Bought, Sold and Appraised. All negotiations confidential.

PALMER, DEWITT & PALMER

350 Madison Ave., New York
 Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
 Times Bldg. New York

WE CONNECT THE WIRES

WE WANT

Reporters
 Copy readers
 Advertising salesmen

FERNALD'S EXCHANGE, INC.
 THIRD NAT'L BLDG., SPRINGFIELD, MASS.

DOLLAR

\$\$

PULLERS

\$\$

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

SOME good warm day get up a page of "Ways of Keeping Cool," and get the swimming pool, the ice cream parlors, the palm beach suit merchants, electric fan people, ice box people, ice dealers, bathing suit and sporting goods dealers, straw hat stores, auto dealers, cool restaurants, etc., etc., to take space and specifically show the residents how.—C. M. L.

Newsboys on one newspaper are given a specified commission on every classified advertisement they turn in at the office or substation received from their subscribers. The slogan of the paper is: "Give your Want Ad to the carrier boy or telephone it to the office."—B. A. T.

This will be a big summer for portable music—harmonicas, ukuleles, portable radio sets, portable phonographs, etc. Devote a spread to the advertising of musical instruments that can be easily carried on auto trips and to summer resorts and camps.—F. H. Williams.

A local grocer has stirred up quite a bit of additional business by listing the new merchandise he gets in each day. He heads it—"New Arrivals—Just In For Tomorrow's Business." He runs it single column, from four to six inches as needed, and it brings business, not only because it conveys vividly the idea that his goods are fresh—new goods arriving daily—but the housewife reads it every day for hints on what she can have—something different—for the next meal.—O. H. S., *Washington (Ia.) Democrat.*

Everybody stages a "week" to direct attention to some particular offering. Why not a Want-Ad week? The *Danville (Ill.) Commercial News* does and with such success that it is an annual affair and brings advertisers to the want-ad column who become frequent users. Full-page ads, news-stories of the purpose of the want-ad page and its uses, with results of ads during the week build up interest.—L. S. J., *Danville.*

Ask Mr. Advertiser what is unique about his store and get him to advertise this feature. One department store in Cincinnati furnishes a bus that takes you free to the very door of its competitors! Yet they are making money on this unusual service. A customer purchases a ticket to his destination for five cents. This ticket can afterwards be used at the store as the equivalent of five cents on any purchase made there.—Thora Eigenmann, *Bloomington, Ind.*

A "What's Right with Blankville" contest will add heavy lineage for your paper. Offer a capital prize of \$50 in gold, \$15 and \$10 respectively for second and third prizes, for the best 100 word essay on the subject. Get three prominent business or professional men as judges. In towns of 25,000 it is easy to get at least 24 extra pages for the edition. The

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

contest will create interest in your paper and dollars in your pocket. It gives an opportunity to get revenue from firms which usually have nothing to advertise.—DAVIS O. VANDIVIER, *Franklin, Ind.*

Did you ever try sending out notices in advance by mail concerning pictures to appear in your paper at a future date? Send the notices to all the subjects and other interested persons. It pays.—B. A. T.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

IN these days of abundant divorces it might be of interest to offer a prize for the longest married couple in your city or county, and to have the aged husband and wife each give their recipe for their long and successful married relationship. You can uncover an endless chain of golden weddings in this respect, all of which are worthy of mention—Norman W. Ralston, *Urbana, O.*

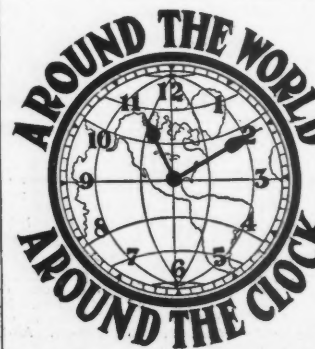
In view of the widespread and apparently growing interest in religious subjects, why not invite your readers to state their views briefly on their religious beliefs. The *San Bernardino (Cal.) Sun* is now publishing a series of 50 short statements from leading citizens of the community under the heading, "My Religion."—L. C. P.

An examination of old municipal court dockets to unearth the queer things for which men were fined years ago in your city, the odd charges on which men were imprisoned, the spectacular crimes that stirred local interest anywhere between 50 and 10 years ago would make an excellent story or series of stories for summer reading.—Ruben Levin.

An Indiana newspaper adds punch to its radio section by offering a weekly prize to the local fan who turns in the best 300-word review of the week.—B. A. T.

For the convenience of local vacation tourists, and as circulation enterprise, the *Dayton (O.) Daily News* recently published a list of newsstands and agencies handling this paper in all important cities

BY UNITED PRESS



AROUND THE WORLD
AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

DAILY HOLDS "STUNT" PARADE

Big Rally Held for Dr. B. U. L. Conner Mythical Editorial Character

A political parade unique in Texas annals was successfully carried out June 19, by Dr. B. U. L. Conner, mythical editorial page character of the *Fort Worth Press*, Scripps-Howard newspaper.

The parade was a climax of the "good-will building" race of Dr. Conner for the office of county judge on the Democratic ticket. He was filed by the newspaper as bona-fide candidates file, and campaign cards, billboards and all the propaganda regular candidates use, were used liberally in Dr. Conner's behalf.

Six floats prepared by interested people of Fort Worth, Dr. Conner "fans," followed a band, and 500 boys marched carrying banners. Movies were made of the parade, and are being shown in a local theater.

filed cost the sender \$310; that cablegrams are not infrequently sent to distant and little known parts of the world.—L. C. Pratt, *Pasadena (Cal.) Star-News.*

An excellent Sunday feature is a Stamp Collector's column, with an article at the top, perhaps written by a local collector, followed by questions and answers for the youngsters following. An older collector in the city would be glad to act as Stamp Editor. The number of philatelists is growing constantly. The *Philadelphia Public Ledger* has long run such a column, and the *London Times* runs a daily stamp article.—J. B. H.

The *Green Bay (Wis.) Press-Gazette* is rendering a noteworthy service to its community in taking flowers to the sick. It has provided a flower car which calls at homes every Saturday and collects bouquets for the ill who are confined in the city's three hospitals. On the first trip seventy persons made floral offerings.—J. R. Wolf.

**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



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

WALTER HAGEN

is covering the National
Open Golf Tournament
at Columbus, Ohio, for
The Bell Syndicate

One preliminary story and a
special wire each day during
the tournament — analytical
and critical material
gauged to grip

The Bell Syndicate, Inc.
JOHN N. WHEELER, Pres.
154 Nassau St. New York City

"Such a Life"

By J. L. LEIBSON

A new comic dialect
dialogue without a sting
to any race. Weekly
doses of laughter in

*One Thousand Word
Stories*

Illustrated by the well
known artist
ALBERT LEVERING

The McClure Newspaper Syndicate
373 Fourth Avenue, New York


Among The Newspapers Publishing

Constance Talmadge's Flapper Series

Chicago Journal
Detroit News
Toledo Blade
Omaha Bee
Peoria Star Journal
Newark Jersey Transcript

Philadelphia Sun
Buffalo Times
Louisville Courier J'I
Oakland Post Enquirer
Memphis News Scimitar

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

Myra F. Lasker,
Vice-President and
General Manager

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