WASHINGTON, Oct. 5—Upon the move to the consumer that future success or failure of the National Recovery Administration's "Buy Now" campaign is under the tremendous responsibility of General Johnson. That this is true is shown unmistakably in a series of letters written by administrator Hugh S. Johnson to leading manufacturers and advertisers of the United States urging them to cooperate in a great campaign to eliminate the fear buying public, and a letter General Johnson calls "24 factual statements" and communicating the purpose of the campaign.

The NRA also sent the 24 "factual statements" to local merchants with the request that they compare them to the "24 statements at regular intervals and make use of them if they so desire."

"In view of these developments, we announce the "Buy Now" drive, the NRA stressed the concern of the campaign and declared it to be conducted "without the bulky, red, fire and hoosh of the ordinary drive.""

Announcing the "Buy Now" drive, the NRA said that the increased cost of every factor entering into the production of every commodity must quickly be reflected in higher prices if the recovery is to be permanent.

The need for these expenditures, Mr. Michelson said the sample advertisements which have been sent out are not necessarily all that will be sent out by the administration in the campaign, which is expected to last at least a year.

In other words, fear as to the future has been a powerful factor in keeping tight drawn the purse strings of the nation.

"Now, we have accumulated here in Washington a body of indubitable evidence that the occasion for such fear has ceased to exist. Not only that, but we have also very strong evidence that the fear itself is rapidly losing its grip upon the public.

First, as to the evidence pointing toward a more secure future:"

"We do not quote for you in this letter to present it fully (although I should stock an extension letter for a complete summary to date) but you may be interested in a few characteristic items:"

Industrial production is up 71% in July, 1933, as against the same month last year.

Business failures show a decrease of 47% in August, 1933, as against the same month last year.

"Second, as to the evidence that public fear is passing:"

"We do not quote for you in this letter to present it fully (although I should stock an extension letter for a complete summary to date) but you may be interested in a few characteristic items:"

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EDITOR & PUBLISHER for October 7, 1933

A.P. BOARD MEETS
Fall Meeting in New York Presided Over by President Noyes
The regular fall meeting of the board of directors of the Associated Press opened in New York Oct. 5 and was scheduled to continue through the week. All members of the board with the exception of Adolph S. Ochs, New York; John Stewart Bryan, Richmond (Va.) News-Leader; and Augustus G. Carter, Fort Worth (Tex.) Star-Telegram, were present.

Mr. Davis told that nothing except matters of "routine" had come before the board up to Thursday morning.

TO TEST RADIO CASE BEFORE U. S. COURT

Nebraska Body Recalls KFAB Mandate in Order That Appeal May Be Made—Broadcasting

Group Interested

A United States Supreme Court decision on radio's liability for libel was nearer realization this week when the Nebraska Supreme Court reversed its recent mandamus dismissing the appeal of Nebraska KFAB in which a suit brought by former Attorney General C. A. Sorensen, the court ruled that the case was moot and no issue presented.

Aside from its interest as a test case, the National Association of Broadcasters, which is interested in prosecuting the appeal as the first test of radio's liability for libel, said steps will be taken immediately to get the case before the U. S. Supreme Court in the hope that a decision may be forthcoming by next spring.

The application was made by Fred Kimball, Inc., New York, representing the eastern half of the United States, to the Lancaster County District Court in the hope that a decision may be before the board up to Thursday morning.

SITE RULING REVERSED

California Supreme Court Acts in Los Angeles Times' Case

(Special Telegram from Los Angeles) Oct. 4.—A lower court ruling authorizing the City of Los Angeles to acquire for $1,021,345 the Los Angeles Times property is being decided by the California Supreme Court, which said that certain testimony relative to the condemnation of the property was allowed and later excluded in the original trial.

Judge Scovel had granted the city's plan 17 months ago but the action appealed.

Before U. S. Circuit

Supreme Court

The defendant station challenged the legality of the federal radio act, which provides that radio stations must keep books and accounts and cooperate fully with the Commission in the use of its facilities without being able to censor speeches. Shortly after Sorensen had filed an action in State Court, Sorenson was elected to remove it to Federal Court. The action involved the case of T. C. Munger, who ruled that the Federal Court was without jurisdiction.

MRS. L. W. G. ELLINGHAM


EDITOR & PUBLISHER FOR OCTOBER 7, 1933

N. Y. NEWS ANNOUNCES

$374,000 EXPANSION

Newspaper Will Buy Four-and-a-half Acres to Add New Photography Units—New Two-Story Garage to Be Built

An expansion program involving more than $374,000 was announced by the New York Daily News for the coming year.

The News will erect a new garage to add four-color and black and white printing units, and also to complete stereotyping equipment. New trucks will be added as soon as possible.

Evanu & Puschnitz was told that the increased facilities would be "stepping up" a process already begun to get in adherence to the NRA, together with the added advertising and circulations that the expansion will make necessary.

The biggest item in the expansion will be a new garage and repair shop to cost $175,000. It will be a two-story structure with a capacity for 40 trucks and will replace the present garage with its working capacity.

The told garage on East 23rd St. near the East River, will be demolished to make room for the new building. In Summer the News bought $93,000 worth of trucks, and recently 24 trucks were turned out. In Summer the News purchased a second set of trucks, and 31 additional space to house these equipment. Seven of the 44 trucks recently purchased were used to replace horse-driven cars on circulation routes. In Summer the News purchased a new garage in Brooklyn and Greenpoint, Inc., designed the new building.

Four-color press have been ordered to cost $225,000, making the total $450,000. Work will begin immediately with the City of N. J. costing $90,000. Due to increasing the size of the News' comic section to 16 pages, and also increasing Sunday circulation, the color-press equipment will be purchased. The News bought $90,000 worth of trucks recently purchased is included in the $374,000 which will be added at the present. The News bought $90,000 worth of trucks.

The News will be able to print a single sheet newspaper. The News bought $90,000 worth of trucks recently purchased is included in the $374,000. The News bought $90,000 worth of trucks recently purchased is included in the $374,000.
BRIGHT SPOTS IN SEPTEMBER LINAGE

Several Cities Show Gains Over September of Last Year. Automotive Copy Holds up Well. Survey of Larger Cities Reveals Newspapers Are Optimistic.

Editor & Publisher for October 7, 1933

CHICAGO, Oct. 3—There has been an important increase in automotive advertising during the past two or three weeks, especially among national advertisers. This increase, in advance of the usual fall drop in newspaper advertising, is due in part to the September linage carried. These reports, which are based on monthly linage reports compiled by Eurot & Publisher from Media Records of the newspapers in 185 cities gathered by publishers on the basis of a sample of the total advertising expenditure on newspapers in cities of over 50,000 population, have been followed by similar reports from newspapers in 420 smaller towns and cities.

Auto advertising strongest. Automotive linage showed the largest gains in many newspapers, while in retail

...a...
annual cooking school. Both advertising managers are optimistic about the advertising outlook for the balance of the year.

SMALL LOSSES IN BUFFALO

BUFFALO, N. Y., Oct. 3—Buffalo linage showed small declines in all three daily newspapers in September. The Courier-Express showed a small gain in advertising, with both local and national. Buffalo Daily, a local newspaper held in September, boosting linage very materially. This year Buffalo Daily was held in August in conjunction with the NRA parade and celebration. This increased August is shown marketably, but decreased September linage so that comparisons cannot be made consistently with previous years.

NRA promotion resulted in all three daily newspapers showing improvements. Nothing of the sort was done in September.

FALL RIVER UP

(By telegraph to Editor & Publisher)

FALL RIVER, Mass., Oct. 3—The Fall River Herald News, with three per cent more total advertising in September than in August, this year; national, 196,302, as compared with 190,570 in September, 1932, and 173,541 in August, this year.

The States, recently purchased by the Times-Picayune, reported the same six-day-week figures: Local, 142,679, as compared with 141,773 in September, 1932, and 156,466 in August, 1933; national, 5,600, 6,430, September, 1932, and 5,921 in August this year.

J. F. Tim, business manager of the States, declared that there was a decided spurt in business in September, as compared with a present a comparatively stagnant condition. He expressed the opinion that fall merchandising will "start the ball rolling.

The Item-Tribune reported an in- 100 per cent in total advertising for September, as compared with September of last year. This newspaper has promoted four "Buy Now" pages. Business has been fairly good reporter, Mr. managers here expect an increase of business, with additional outlays for advertising when cool weather sets in.

DISPLAY UP IN OMAHA

(By telegraph to Editor & Publisher)

OMAHA, Neb., Oct. 3—Newspaper advertising in Omaha showed a decided seasonal warm weather, September linage of the Omaha World-Herald showed a total gain of 5,000 lines of local display compared with national, as compared with September, 1932. Omaha linage for September of this year was, with temperatures above 90 degrees, an increase.

Both Omaha papers backed the "Buy in September" movement with heavy promotion and display space, brought total for the month reaching 25 per cent.

Classified linage showed losses in September.

SMALL MERCHANTS SIGN UP

(Continued on page 34)

COOLER WEATHER AWAITED

(By telegraph to Editor & Publisher)

NEW ORLEANS, Oct. 3—Newspapers in the Crescent City are preparing to be the best month for new business in the last three years, according to Ellis Loveless, assistant advertising manager of the Times-Picayune.

The Times-Picayune reported as follows: Local, 162,921 lines as against 149,855 in August, this year; national, 196,302, as compared with 190,570 in September, 1932, and 173,541 in August, this year.

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SMALL MERCHANTS SIGN UP

(Continued on page 34)
CALLS TUGWELL BILL UNNECESSARY

By FRANK A. BLAIR
President, The Proprietary Association.
Written Specialty for

Oct. 3.—"No other medicine than Noxema Chemical Company of Canada, Ltd., "could have continued to charge pre- "dropper" for, in itself, it is ambiguous. Their "allowance and monopoly of the drug and its own power to 'blanket' the weaknesses of the Tugwell bill," states Prof. Tugwell, "ought to be a nuisance measure to the industries at large."

Published in the Proprietary Review, the Tugwell bill cites the Advertising Review Committee, the American Medical Association, the National Association of Broadcasters and the Advertising Federation of America as favoring his new legislation. According to its own quotation, however, the Advertising Review Committee "recommended that advertising that would be drawn along the broadest lines permit a flexible interpretation. The American Newspaper Publishers Association, the National Editorial Association and the National Association of Broadcasters favored legislation that would provide a reasonable regulation. It is pertinent, then, to inquire if the pending legislation actually does provide reasonable regulation. It is an angle that has aroused opposition to these bills. It is the consensus of good legal minds that the pending bills do not constitute reasonable regulation, but that they do constitute the transference of judicial power from the courts to bureaucratic control that will cause the complete demoralization of the industries affected.

The Tugwell bill states that if the bills are passed, the advertising fraternity can do most of the actual policing. The fact that any law giving any governmental department undue power may be exercised only at the discretion of that particular department, in no way lessens the potential dangers of persecution. The Tugwell bill, an advertisement is deemed false if in any particular it is untrue, or by ambiguity a misleading impression.

Manufacturers seriously object to the legislation employed in the Tugwell bill as for, in itself, it is ambiguous. Their right to business practice is being questioned, and the courts will have to step in and examine the merits of each case. Themselves, entirely with the administration official who is reviewing the advertising claim. Thus a statement that will be perfectly correct and ambiguous to the examiner, will constitute a violation of the new law. The probability of resultant fine and imprisonment.

The measure holds, according to Prof. Tugwell, that an advertisement is a nuisance measure, that if any disease is mentioned for which a cure is not specified in theTugwell bill as a nuisance measure, that if any disease is mentioned for which a cure is not specified in the new law, that is deemed false if in any particular it is untrue, or by ambiguity a misleading impression.

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CBS NEWS BROADCASTER IS 'FIRED'
FOR LURID MAN-HUNT PROGRAM

Radio Chain Declares Broadcast Was "Substantially Correct" But
That "Atmosphere" Had Been Heightened—State
Police Hold in Custody One of Their
Convicts. Intensive Investigation Which
of woods in Indiana.

happened."

Chicago office, denied Capt. Leach's
charge and held in custody one of their
persons who apparently had heard the
radio broadcast of the man hunt for the
ten prisoners who had escaped from the
Indian state prison. The newspapers furnishing
their fright.

mation. Many of the callers expressed
"I heard part of the broadcast my¬
■

The Chicago Tribune in an editorial this week commented on the broadcast as fol¬
lowing:
"Radio station WIND in Gary and the Columbia Broadcasting Company have been charged with adding an untrue feature to the journalism of the air. Irresponsible newspapers did it to death in the journalism of print years ago. It was the news fake, prevented by the police, and sent out from a broadcast in the Indiana hunt for the escaped from the Michi¬
gan city penitentiary."

One untrustworthy reporter could not have been more indignant and
indifferent new news editor, but the radio
station did not conduct a campaign of
untrue, misleading, imag¬

HONORS M. E. STONE
Yukichi Iwanaga, manager of the Rengo Agency and a distin¬
guished journalist, has been appointed chairman of the Washington Catholic Register in Wash¬
ington. As a result of the death last week of Mrs. Iwaga, the wife of Rev. J. K. Iwaga, the
registrar of the Register, the position was

SEIZURE OF EDITION
HELD ILLEGAL

Cincinnati Judge Enjoins Police
Further Interference With Distribu¬
tion of Ohio Examiner—Says Law Gives Redress

Ohio, Oct. 4.—(Special to the Cincinnati Enquirer) A news¬
paper issue by the police was seized by order of Judge Struble
last week. Persons aggrieved have redress through action for
liability of crimes of criminal libel, he said.

Stage Struble refused to grant a
injunction, but he intimated that such might follow if police con¬

Last Thursday, the New York Times prints an
entitled "Radio Preparers for War On

"I am writing to each member of the radio committee in each state to be on the lookout for definite steps taken by broadcasters to launch this campaign against newspaper."

"The constant use of radio broad¬
casting by the Federal Government to gain access to the public through the newspapers and radio shows plainly that the broadcasters have succeeded in demonstrating the advan¬
tages of radio broadcasting.

William M. Manning, national
advertising manager of the Pittsburgh Post¬
Gazette, will attend the American Advertis¬

It was announced in New York this
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FIRST RETAIL LIQUOR COPY PUBLISHED

WEDNESDAY'S newspapers will carry one of the most important pieces of news of the day, the announcement that prohibition has given up in favor of prohibition equal, becoming the 35th state to act. This was the day, Oct. 5, estdated New Yorkers read in their newspapers a statement by advertising agencies that they would accept liquor copy, by eight pages all in one, and that the newspapers would go on doing so until repeal comes. This advertisement appeared in the New York Times and Herald Tribune, and the New York Sun, the New York Telegram and the New York Evening Journal. It will be followed, according to Charles M. Storm, head of the Charles M. Storm Advertising Company, by eight pages in the same newspapers, appearing every three or four days for some time.

The opening advertisement, according to Mr. Storm, was the result of a general specification of retail liquor prices in New York City, representing a large portion of the business. It was first raised in connection with a specification of the liquor advertising in the Advertiser. The advertisement, however, was prepared primarily with obtaining space, and it was advertised that advertising, however, was prepared primarily with obtaining space, and it was advertised that advertisements would be few, but they will be few, he said. "There will be exceptions, but they will be few," he said. "All their \n
New Yorkers rubbed their eyes and performed speeded mental arithmetic when they saw this copy.

Since the legal department of the government is not venturing decisions until repeal is accomplished, it remains to be seen what course will be pursued in early days of repeal. The question is, will there be a lull in the important advertising that has been planned to begin immediately after repeal is effective, Mr. Storm said. His agency has the agency, with headquarters in New York City, that it would undertake distribution of famous wines and other beverages is offered.

Another firm is the Trans-Europa Corporation, through the Joseph Katz agency, which has recently been expanding its sales and advertising department.

The William H. Rankin Company, New York, has been asked to act as president, whose advertising agency is the Tiffany's. This company has already advertised that it has obtained exclusive sales rights in the United States for an impressive list of European winegrowers, shippers, and distillers, and is arranging for distributors in this country. When repeal to go into effect, Mr. Katz said this week he was not yet prepared to announce advertising plans.

On the other side, a new agency, announced, announced a week ago that the Chicago Tribune and the Kansas City Star, to be announced. The two leading departments of the government are in the process of absorbing all of the other publications carrying advertisements for liquor if and when repeal comes.

The sale is contemplated only when it is conditioned upon the repeal of the Eighteenth Amendment, and is subject only to legal restrictions. Two exceptions are the Chicago Tribune and the Kansas City Star. The demand for liquor advertising has been so great that it is alarming to the Post Office and the Justice department, said Mr. Katz.

The breaking of the long-awaited prohibition advertising found much activity in many quarters where plans were being made for rival advertising. Few, however, were ready to announce detailed plans, and some were inclined to hold off until there is some indication of the form that states and localities will adopt anti-liquor laws and regulations.

The weekly number of dollars await repeal. The new advertising law to states, territories, and the District of Columbia which has such laws is not applicable so far as the Justice Department is concerned. The Justice Department also holds that no prosecutions will be instituted in the instances referred to provided "if and when" clause as a condition precedent to repeal is made specific.

This week in advertising, the New York Sun, the New York Journal, the New York Daily News, the New York Telegram, the New York Evening Journal, and the New York Times are advertising managers of the firm, said Mr. Katz. All their advertisements are intended to acquaint the public with their brands.

Mr. Katz is one who expects a "fair amount" of liquor advertising as soon as repeal comes. "Everybody knows of the formation of a great many companies which plan to do business in everything from champagne to whisky," he said. "All their efforts are being made to sell their own business, they will have to acquaint the public with their brands."
EDITORIAL "SHOP GROUPS'' TO DRAFT NEW YORK GUILD'S CONSTITUTION

RULES Drawn by Steering Committee to Be Used as Basis—Herald Tribune Objection to Hasty Action Brought

Change in Procedure

FURTHER steps in the organizing of a New York newspapermen's and women's group were taken at a meeting of about 50 members of the Guild at the Herald Tribune building Tuesday evening, Oct. 1, at the City Club. The first meeting was held two weeks previously, when a committee was elected to work toward the formation of a group at the public hearing on the American Newspaper Guild organization at Washington, Sept. 22 and 23.

At last Sunday's meeting the name of the organization was changed from the Guild of New York Newspaper Men and Women to the New York Newspaper Guild. A proposed constitution and by-laws, which had been drafted by the steering committee of the New York Herald Tribune, was adopted by vote of the meeting called for Oct. 1. Hav¬

Mr. Raymond had been named to repre¬
bresent the Herald Tribune employees in the election in the paper's city rooms the day before.

Mr. Kieran first introduced Morris Watson, Associated Press, and Hey¬
wood Broun, both members of the committee, who made brief reports on the work of the committee at the code hearing. Mr. Watson said he had spoken on Paragraph 14, "which will be out and carried by Eastern guilds," and that the editor¬
ners' source of strength at this time was the part pub¬
liters that they might become powerful through organization and by eventually making the body as a whole the "constitutional convention" matter which will be taken up later.

Speaking after the meeting, Mr. Ernst indicated that the committee to the Washington hearing told him how his publisher had paced up and down in his office, and that the existence of present steer¬
cameral workers formed such a group to make the first cut in salaries on his paper. He wished to deny any inference that the committee to the Washington hearing had spoken for it, and that the existence of present steer¬
cameral workers formed such a group to make the first cut in salaries on his paper.

Although a Duluth guild had not been formally organized, the representatives of the Duluth group in all approval of the Twin Cities move. The New York Guild, he said, had spoken for it, and that the existence of present steer¬
cameral workers formed such a group to make the first cut in salaries on his paper.

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cameral workers formed such a group to make the first cut in salaries on his paper. He wished to deny any inference that the committee had spoken for it, and that the existence of present steer¬
cameral workers formed such a group to make the first cut in salaries on his paper.
DAILY "WITHDRAWS" ITS LOCAL RATES IN PREPARATION FOR INFLATION

Holyoke Transcript Can Now Raise Rates on Ten Days' Notice—No Advance Expected But Future Will Be Governed by Business Conditions

A. M. HIRSH ILL

THANKED CHICAGOANS

W. R. HEARST HONORED AT CHICAGO FAIR

Notables Pay Tribute to Publisher's Public Service at Hearst Day Ceremony Sept. 1—His Son William Randolph, Jr., at A Century of Progress, Oct. 1. He is shown speaking from the Court of State.

BRYAN AND PEABODY ON A.B.C. PROGRAM

Trading Territories and Cooperation Between Advertiser and Media

Members of Bureau Stated For Discussion

(Special to Editor & Publisher) Chicago, Ill.,—John D. Bryan, publisher of the Richmond (Va.) News-Leader publisher and editor, and Stuart Peabody, general advertising manager of Borden Company, New York, and president of the Association of National Advertisers, were two of the principal speakers at the opening session of the annual Audit Bureau of Circulations convention here at the Stevens Hotel, Oct. 19 and 20, O. C. Harn, managing director of the bureau, announced today.

Among the important topics for discussion will be trading territories, upon which a special committee report will be given, and the need of closer cooperation between bureau advertisers and A.B.C. publications. The convention, as usual, will be held in the open, and the point of the annual "A.B.C. Week" of Advertising will be to acquaint others associated with the advertising and publishing business. Other meetings scheduled that week include: Inland Daily Press Association; Hotel Morrison, Oct. 19-20; Central States Circulation Managers' Association; Congress Hotel, Oct. 17-18; Major Market Newspapers; Hotel Stevens, Oct. 18; Agricultural Publishers' Association; Hotel Stevens, Oct. 18; Newspaper Advertising Executives' Association, Inc.; Hotel Stevens, Oct. 19.

H. C. W. HERNED TRIBUNE

(Chicago) C. Allen, formerly special aviation writer for the old New York Herald Tribune and the Washington Post, has joined the staff of the New York Herald Tribune. He will cover aviation matters and also general assignments, as he did on both other papers.

PUBLISHER ON PROBATION

Federal Judge Frank H. Kerwig, holding court in Sacramento, Cal., Oct. 2, accepted a plea of guilt to a technical violation of the postal laws by M. J. Adams, publisher, Headlands (Cal.) Tribune, and placed him on 30 days probation.

A. M. HIRSH ILL

A. M. Hirsh publisher of the Aurora (III.) Beacon, Son of Publisher, Is Succeeded by Assistant Managing Editor of That Paper. Mr. Felmly was assistant managing editor prior to his appointment as assistant managing editor.

ELECTORS EDIT NONS

John E. C. Darnes of the Hearst Exposition delivered the official appreciation address in honor of Mr. Hearst. Mr. Darnes commented upon the publisher's achievements as follows:

"My father, and indeed the whole Hearst family, appreciate very greatly the love for the Press shown by you, William Randolph Hearst at this wonderful fair. We are deeply grateful for the confidence extended to us by the Hearst papers rendered the fair by the Hearst papers. That is particularly true of the purpose of the Hearst papers is to render public service.

Louis Johnson, national commander of the legion, paid tribute to the legionnaires, as follows:

"I would be remiss in my duty and unduly neglectful if I did not convey to him on this occasion the unfaithful to the record if I did not convey to him on this occasion the undying gratitude of the American Legion. He has stood loyally with us in all our struggles.

John Quinn, of Los Angeles, former national commander of the legion, paid tribute to the publisher's mother, the late Mrs. Phoebe Hearst. Other prominent speakers were the following: Mr. Hearst included: Gov. Clyde Hoey of Utah, Gen. Milton J. Foreman, and Lieut. Gen. Thomas C. Donovan of Illinois. United States Senator William H. Dieterich, of Illinois, arrived in arriving at the ceremonies, entered his car, and mounted the stand, referring to Mr. Hearst as "ever a foe to the cause of freedom."

John Van Zwol, of Paullina, Iowa, Mr. Van Zwol was elected vice-president of the American Legion, succeeding Jacob Van Zwol, Paullina, Ia. Mr. Van Zwol was elected vice-president of the American Legion, succeeding Jacob Van Zwol, Paullina, Ia. Mr. Van Zwol was elected vice-president of the American Legion, succeeding Jacob Van Zwol, Paullina, Ia.

In Chicago, a marathon, won the race in seven hours and 22 minutes and was awarded $5,000 as first prize. Nearly 100 professional swimmers participated.

In addition, the Herald and Examiner staged an amateur swimming meeting, Honner Guck, Herald and Examiner publisher, presented trophies to the winners in these events.
THE north ballroom of the Hotel New Yorker as it appeared this week during the World Series New York games, with sports writers preparing their stories after the first game. The New Yorker was headquarters for the Washington Senators. 

COVERING the world baseball series in various capacities this week is one of the largest delegations of sports writers ever to report the games. More than 600 newspapermen were in the press box at the Polo Grounds in New York Oct. 3 for the first game. 

.At the time in the Hotel New Yorker, Erato & Pantheon was told that the demand for tickets on the part of newspaper representatives was unprecedented in recent years. It was necessary to reject more than 200 applications for tickets. The press section at the Polo Grounds seats about 600, and in all the additional places have been provided to care for the throng. 

Public interest is evidently greater than it has been in recent years. A sell-out crowd of 50,000 witnessed the first game. 

Newspapers from all parts of the country, including the west coast, are represented. In addition there are 20 representatives of the foreign press. Included in this latter group are representatives for two Cuban papers, El Pais and Diario de la Marina, who have hitherto been counting strikes and balls while their country has been hot with nationalities.

The newspapers were aided in their coverage of the big names, this year is sending out daily reporters. Pat Robinson and Copeland Jamieson, who are writing daily signed articles, are being assigned through a number of pairs of hands.

While extreme care is used in all preparation of the big sports "classic," the advertisement mistake is often regretting of difficulties as such as "will discover to us any possible offer by members of the public, etc. If any of these difficulties prove of any importance we shall make the offer permanent.

The advertisement reads: "The preparation of advertising matter is a full-time job through a number of pairs of hands."

QUALITY EXHIBIT

Marshall Field Window Display Follows Newsboys Newspaper Drive

(Chicago to Press & Publishers)

CHICAGO, Oct. 2—"Not how cheap, but how good," was the quality angle; Travis Jackson, captain of the Giants; and Oswald Bluege, of the Brooklyn Dodgers, is in charge on the field. Photographer's Union No. 601, the Pan-American News was in charge of the cover.

The pictures of the games have been scheduled and assigned for years to the coverage of the series, and shipping service agencies are making every effort to get their products to the newspapers with all possible speed. Airplanes and motorcycles are being used extensively. Since the last series television service has been suspended.

The Acme-NEA photographic staff for the games played in New York consists of M. Ackerman, Frank J. Merta, Joseph Boyle and Charles Payne. For the games at Washington, J. A. Neselson, John Thompson and Woodrow Wilson, of the Associated Press staff, will be assisted by Ackerman and Boyle, with Robert P. Dornan, general manager of Acme, having supervision of coverage.

The Marshall Field press picture coverage is under the general supervision of A. Murphy, of the New York office, and Joseph Taldo, picture editor, has charge of the field. Photographers with the Marshall Field series are Morris Davis, Joe Canave, Walter Durkin, Thomas McHugh, John Reynolds, Alex and Abe. 

International News Photo has seven photographers attached to the field with the New York Giants. 

The Iowa News, during the National League, will have its own photographers. The New York Giants will have their own photographers.

UANGES.

Miss Pearl LeDet, 19, of that city, was granted a new trial last week from a jury which failed to agree on a verdict. Her car had struck another and injured the woman passenger who died a month later. It was the first conviction on murder in New Orleans.

CALLOAHN CONTROLS MANKATO FREE PRESS

Former Hearst Executive Buys Majority Interest—C. R. Butler and R. G. Julian Continue as Stockholders in Firm

Control of the Mankato (Minn.) Free Press passed Oct. 1 to J. A. Callahan, former manager of the Mankato Free Press, on Hearst newspapers and a former resident of Mankato. Theinteresting interest in the paper was announced this week.

Mr. Callahan becomes a member of the Free Press Company, following the retirement of John H. Oakes, president and secretary, and of Rolf G. Jj~ru, treasurer. Mr. Butler is president of the Inland Daily Press Association.

Mr. D. F. Ritz is president of the reorganized Free Press Company. Mr. Callahan is vice-president and treasurer, and C. H. Russell is secretary.

Mr. Callahan began his newspaper career as advertising manager of the Grand Forks (N. D.) Times. After serving as advertising manager and general manager of the San Francisco Chronicle, he became a member of the company in 1928 Mr. Callahan became publisher of the Mankato Free Press after its purchase by Mr. Hearst. In 1930 he left the Hearst organization and became one of the owners of the St. Louis Times. When the Times and Free Press were merged, Mr. Callahan retired to San Francisco.

C. R. Butler retired from the Free Press Company in 1928, in connection with that institution for more than 30 years. He went to Mankato in 1902 as office and road salesman for the Free Press Company. In 1907 he sold his interest in the company in 1907 and later served as a director and as secretary-treasurer and vice-president. He has been the business executive and publisher of the newspaper for the past 10 years. Elected president of the Inland Daily Press Association.

Mr. Butler has been actively engaged in framing of the newspaper code during the early fall. He leaves for the East in a few days to attend a number of conferences on the code, which is anticipated will continue for several weeks.

R. G. Julian has been advertising manager of the Free Press Company 15 years, going there from Red Wing. He was elected a director and president of the company following the retirement of L. N. Tompkins in 1930. Both Mr. Butler and Mr. Julian continue as stockholders of the company.

RUSHED PHOTOGRAPHIC PHOTOS

Pictures of the season's opening ball game between Glass and College of the Pacific team and Oregon State University at Vancouver, Wash., were printed in the Stockton Record the following day. Photographs, which were taken by Arnold Williams, Record cameraman, and automatically edited by his editor, accompanied Steg's team in the game. The pictures were rushed Oregon by the Stockton editor.

DAILY BUYS PRESS

Mrs. George Perkins of Vanity Fair purchased a 24-page Goss straightline high-speed press and stereotype equipment which was built to accommodate the new machinery.
"UNSUNG HERO" STERNLY CRITICIZED

Hundreds of Boy Carriers Pick Faults in His Technique, Lack of Weather Protection for Self and Papers—Many Object to Dog as Poor Business Partner

WHAT'S the matter with this picture of a newspaper carrier on the job?

Recently Editor & Publisher asked this question and offered a $10 cash prize to the carrier for any daily news- paper who would submit a 100-word letter answering our question. The editor undertook to judge the contest and has been swimming in a sea of correspondence from all quarters. Hundreds of letters came from boys who are acquainted with the finest testimonial to efficient carrier service of the American press that ever been written by carrier boys. Well, out of the deluge one letter has been selected as the best. It was a tough decision to make, for literally hundreds asked the same question: why not?

Let us print this letter, and the finest testimonial to efficient carrier service of the American press that ever been written by carrier boys.

"Orlelea, Md."

Curtis Roberts, Route No. 2048

Birmingham (Ala.) News Age-Herald

The letter was written by Davis, the circulation manager, and seems to cover the most points in the fewest number of words, the neat appearance of the letter also favoring it. Here it is:

"This picture is a tribute to the American newspaper boy because it shows determination and dependability. There are no things wrong with it. His paper should be rolled otherwise than longwise, and tied. He should not leave his papers in a bad bag, with a cover on it, walk away, and leave proper address.

"His dog should be at home. The boy should not walk across the lawn and put the paper where it will stay dry. It seems as though it is almost impossible to carry the daily news to the people.

"Thank you.

"Curtis Roberts, (2048)"

Congratulations and well-wishes to the carrier for his effort.

The lettor, with careful punctuation, spelling and legibility shows plainly enough that he is taking school as well as newspaper work seriously. Curtis & Pendergrass' check goes to him with the compliments of this journal.

The letter was written down at Washington, who are soberly talk- ing, and the best city boys of the town were so many picturesque "child laborers," to read the excellent, business-like letters that came in the contest. These small merchants, who are earning their way through school, and often helping out their parents during hard times, indicate that they know how to take care of themselves.

Some of the best letters had to be thrown out of the contest because they exceeded the prescribed 100 words.

But we cannot resist publishing some of them and other good ones, deserving honorable mention, as specimens of the observation and spirit of the newspaper carrier.

Honorable mention:

"Orlelea, Md."

No. 1

"The unsung hero in this picture, in addition to the expression in the eyes, is also braving the elements. His paper is being thrown in the snow instead of putting it in a safe dry place. His paper will blow away because it is not folded or banded, he has no rubber and his dog has only one eye. He is a real carrier, and he will possibly find his papers in a water bag. His dog is delivering the papers—going about in such stormy weather without boots or overshoes.

"Baltimore (Md.) Sun Route No. 128

Doveria, Md."

No. 2

"Service, the first aim of every news- paper carrier, must be observed regardless of wind, snow, or rain. Personal comfort must be sidelined, and the duty of giving satisfactory service to the subscriber during bad weather months should be uppermost in his mind.

"The boy in the picture does not have his papers within the protective cover- ing of a paper bag. They are certain to be in bad condition before the place of delivery is reached. He is in the act of throwing an unfolded paper on the doorstep to be left to the hazards of blowing away and getting wet.

"How long a time will elapse before a competitive carrier will take this boy's customer away to better service?"

"Glen Miller,

"Oaklith (Neb.) Bar-Nezus Carri- er, at Grand Island, Neb."

No. 3

"Look at the winifield pup trailing behind a thoughtless carrier! If he could but speak he would undoubtedly ask for a warm, comfortable bed by a blazing fire. Think of the subscriber who reads this daily newspaper which the carrier is delivering. The tender, no doubt, wants a complete, dry and readable paper placed in a spot where it could be easily found. This is almost con- tradictory to the picture's portrayal.

"The Unsung Hero' fails to live up to his name in this picture of a tradi- tional 'Never-say-die' carrier, having for his ideal perfect service.

"Sincerely,

"John E. Arnold,

"Wilkinson, Carrier for Long Beach (Cal.) Sun"

No. 4

"He was indifferent to his respon- sibility as a route boy. He was not equipped to give service and should have had his papers carefully folded in a canvas route bag, to keep them neat and clean, also protect them from the snow. Instead of throwing the paper on the veranda he should have carefully folded same and given it to the subscriber. The dog was liable to get him into grief. Service to his sub-scriber comes first—this includes cour-tesy at all times, prompt delivery, re- alizing the responsibility he undertakes as goodwill ambassador between sub- scriber and the company he represents."

"Route 323,

"Salt Lake City (Can) Sun-Phoenix."

No. 5

"This picture is a tribute to the American newspaper boy because it shows determination and dependability. There are no things wrong with it. His paper should be rolled otherwise than longwise, and tied. He should not leave his papers in a bad bag, with a cover on it, walk away, and leave proper address.

"His dog should be at home. The boy should not walk across the lawn and put the paper where it will stay dry. It seems as though it is almost impossible to carry the daily news to the people.

"Thank you.

"Curtis Roberts, (2048)"

Congratulations and well-wishes to the carrier for his effort.

The lettor, with careful punctuation, spelling and legibility shows plainly enough that he is taking school as well as newspaper work seriously. Curtis & Pendergrass' check goes to him with the compliments of this journal.

The letter was written down at Washington, who are soberly talk- ing, and the best city boys of the town were so many picturesque "child laborers," to read the excellent, business-like letters that came in the contest. These small merchants, who are earning their way through school, and often helping out their parents during hard times, indicate that they know how to take care of themselves.

Some of the best letters had to be thrown out of the contest because they exceeded the prescribed 100 words.

But we cannot resist publishing some of them and other good ones, deserving honorable mention, as specimens of the observation and spirit of the newspaper carrier.

Honorable mention:

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"The boy in the picture does not have his papers within the protective cover- ing of a paper bag. They are certain to be in bad condition before the place of delivery is reached. He is in the act of throwing an unfolded paper on the doorstep to be left to the hazards of blowing away and getting wet.

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But we cannot resist publishing some of them and other good ones, deserving honorable mention, as specimens of the observation and spirit of the newspaper carrier.

Honorable mention:

"Orlelea, Md."

No. 1

"The unsung hero in this picture, in addition to the expression in the eyes, is also braving the wrath of his employer by throwing his papers into the snow instead of putting them in a safe dry place. His paper will blow away because it is not folded or banded, he has no rubber and his dog has only one eye. He is a real carrier, and he will possibly find his papers in a water bag. His dog is delivering the papers—going about in such stormy weather without boots or overshoes.

"Baltimore (Md.) Sun Route No. 128

Doveria, Md."
ADVERTISING AND CIRCULATION RATE TREND IS UPWARD, MANAGERS SAY

Association Executives Believe NRA Sanctions Increase—Endorse N. E. A. Publisher-Printer Code—G. L. Caswell, Iowa, Succeeds Long as President

By telegram to EER

CHICAGO, Oct. 4—Resolutions, reommending to newspaper publishers that the proposed increased circulation rate be upward to conform with increased production costs under the NRA, were adopted by the annual convention of the Newspaper Association Managers, Inc., in session here today.

The resolution urged publishers to guard the public and insist that official information about public officials be published according to the standards of the respective states.

Notwithstanding

NO comic strips
NO puzzles
NO prizes

BEAVERBROOK QUITS
CIRCULATION CONTEST

London Publisher Reveals He
Spent More Than $1,000,000
in 4 Months on Premiums.

Special Cable to THE NEW YORK TIMES.
LONDON, Tuesday, Sept. 26.—
Lord Beaverbrook, owner of The
daily express, admits in a front-
page article that between March 1
and June 30 his paper had spent
more than $1,000,000 in gifts and
prices to attract new readers.

This was probably the frankest
disclosure yet made regarding the
ruinous cost of London's great
"newspaper war" which has been
waged with utmost recklessness in
recent months by four of the big-
igest popular newspapers. Now
Lord Beaverbrook admits he is tir-
ing of the struggle—and with good
reason.

During four months, The Daily
Express says, the cost in free gifts
and wages to its "free gift staff"
was £157,158. This amounted to
more than 8 shillings or about $2
every new reader. On free
Dickens sets alone the paper ad-
mits it lost £18,500. Its loss on com-
petitions in nine months—including
weekly crossword puzzles with
£1,000 prizes—totaled £60,582. * * *
It held that circulation obtained by
prices and gifts was "worthless."

From
The New York Times
Sept. 26, 1933.
The Printing Industry code as presented by J. E. Bennett, secretary of the National Printing Equipment Association, Inc., called for a maximum work week of 40 hours for all save executives and those in industrial management. Fees for the installation of used equipment and other provisions of the code, it was pointed out that the proposed code "would do away with all restrictions as of May 50, 1929, and 40.8 hours for the year, overtime pay to be allowed for all over 44 hours in any one week, and a minimum wage of 40 cents per hour for all work, save light repetitive jobs, which would pay 30 cents an hour, apprentices and messenger boys to receive a minimum of $75 per cent of the foregoing.

Ralph K. Hoover, president of the Midwest Printing Equipment Association, commenting 200 feet, obtained strenuously to any prohibition of the sale by individual of used equipment, saying that the rebuilding and recon¬
ing of printing equipment had always been carried on by dealers, and that they would insist upon the right to carry on. Louis Holland, representing the Printing Machinery Manufacturers Association, told the men of his organization the objections of the witnesses.

Upon request of H. G. Willums, representing the Interotype Corporation, application was made to the board of the United States that no distinction was made between domestic and export business, no objection being made. Joseph P. Mackey, representing the Mergenthaler Linotype Company, then raised the question of controlling sales of used equipment, saying that whereas the printing equipment industry normally does an annual business of $115,000,000 and employed 18,000 persons, fewer than 8,000 are now workers in the industry, and that there had been a loss of $37,800 upon every $100 worth of equipment sold since 1929. He insisted that some plan be evolved to handle distressed machinery, saying that consolidations and failures of printing establishments had vastly increased the used machinery on the market and paralyzed the industry. During the afternoon session meetings were held with Industrial and Consumer Ad¬visors, and adjourned conferences as best possible.

Co-operating in the study of the proposed code is C. L. Bingham of Chicago, connected with the Samuel Bingham Manufacturing Company, and H. A. Heintzmann, of New York, with the Dexter Company, who are appointed in¬dustrial advisors, for the Printers' Rollers Industry and the Printing Equipment Industry, respectively.

"Buy Quality" is R. I. Slogan

Journal and Bulletin sponsor used-equipment campaign to
boost quality purchases. Higher priced goods lead to more advance, cheaper goods improved for all advertised quality products!


during head on the column reads: "Back in the Office"! Employers are being advised to call the News-Press office whenever new employees are not working.

HEARINGS COMPLETED ON PRINTERS' ROLLERS AND EQUIPMENT CODES

Former Has Liberal Provision for Overtime Work—Pooling Sales of Used Machinery

Differences Expected to Be Reconciled

WASHINGTON, D. C.—Oct. 3—The Printing Pressmen, the National Printing Pressmen's rollero, and the system of pooling for sale of used equipment that is in the code for the Printing Pressmen and general printing establishments had brought a vast quantity of used machinery on the secondary market, and that there had been consolidations and failures of industrial plants is augmented by the buying power produced in each community where a newspaper is located.

The Printing Industry code as presented by J. E. Bennett, secretary of the National Printing Equipment Association, Inc., called for a maximum work week of 40 hours for all save executives and those in industrial management. Fees for the installation of used equipment and other provisions of the code, it was pointed out that the proposed code "would do away with all restrictions as of May 50, 1929, and 40.8 hours for the year, overtime pay to be allowed for all over 44 hours in any one week, and a minimum wage of 40 cents per hour for all work, save light repetitive jobs, which would pay 30 cents an hour, apprentices and messenger boys to receive a minimum of $75 per cent of the foregoing.

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"CORN EMPIRE" EDITION

Iowa Daily Planning Special Issue For October 24

Emphasizing the value to the state and nation of Iowa's big corn crop, members of the Iowa Daily Press Association will publish a special "corn empire" edition Oct. 24, it has been announced by Robert O'Brien, business manager of the Council Bluffs (Ia.) Nonpareil and president of the association.

Corn, its by-products and economic importance, will be emphasized through¬out the edition. Special editorial ma¬terial now in preparation will include facts and data about the importance of corn.

In each community where a member paper of the association is located en¬chants and business organizations will co-operate in offering special sales.


Worcester, Massachusetts

Speaking of VARIED Industries

At West Brookfield, near Worcester, lives a farmer who owns land singularly ill¬adapted for farm purposes. He is nobody, a New Englander of the old school, a sharp sales advance. Market trends improved for all advertised products and services.

Worcester county ranks third in New England in value of agricultural products per acre

The men who produce this wealth are for the most part specialists—specialists in fruit, market gardening, dairying, poultry raising—shrewd, modern-minded not quick to sense the value of anything which will make their work easier or their homes more comfortable.

The ENTIRE Worcester Market—city and suburban, industrial and agricultural—is adequately cultivated through these newspapers ALONE.

The TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

NEW YORK, BOSTON, SAN FRANCISCO, CHICAGO, DETROIT

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The ENTIRE Worcester Market—city and suburban, industrial and agricultural—is adequately cultivated through these newspapers ALONE.
This advertisement appeared in the New York Daily News of Friday, September 29—and was also run in 87 other newspapers in the Sunday News circulation zone. The copy announced the appearance of a 16 page comic section in color in the Sunday News of October 1. The section included seven new comics.

This advertisement appeared in the Daily News of Saturday, October 7—and announced a new high record for Sunday newspaper circulation in the United States.

With public opinion improved, business getting better, The News is growing again—at a tremendous rate! It has never stopped growing, even during the depression years. Advertisers who want to get the most out of the New Deal are again invited to “Buy on a rising market!”
New Haven, Conn.
The Ideal Test City

Sales Territory Representing 344,309 Population Covered By ONE Newspaper

Let us send you a copy of "Register City"—informative, readable booklet we have prepared which is yours for the asking.

The JULIUS MATHEWS SPECIAL AGENCY
NEW YORK : BOSTON : CHICAGO : DETROIT
"... aim and purpose steadily to improve ..."

The first issue of The Washington Post, under the ownership of Mr. Eugene Meyer, appeared June 13, 1933. At that time, Mr. Meyer issued, in part, this statement: "It will be my aim and purpose steadily to improve The Post."

Within one hundred days, the preliminary job of building was well under way and, in addition to the able and valuable staff of the old organization, The new Washington Post was being published under the editorial and business direction of the following personnel:

**EUGENE MEYER, Publisher**
Formerly: Governor, Federal Reserve Board; Chairman, Reconstruction Finance Corporation; Federal Farm Loan Commissioner; Managing Director, War Finance Corporation.

**EUGENE MACLEAN, General Manager**
Formerly: President and General Manager, NEA, Incorporated; Publisher, The San Francisco, California, News; Publisher, The San Diego, California, Sun; Editor, The Cleveland, Ohio, Press.

**RALPH E. RENAUD, Managing Editor**
Formerly: N. Y. Evening Post; N. Y. World; N. Y. Herald-Tribune; N. Y. Herald.

**FREDRIC J. PITTS, Sunday Editor**
Formerly: Buffalo Evening News; N. Y. Sun; N. Y. Herald-Tribune.

**ESTHER VAN SCIVER, Women's Editor**
Formerly: N. Y. World-Telegram.

**NORMAN P. MOORE, Director Art and Typography**
Formerly: Art and Typographic Counsel, Brentano's, New York.

**RALPH WEST ROBEY, Financial Writer**

**FLOYD R. HARRISON, Treasurer**
Formerly: Assistant to the Governor, Federal Reserve Board; Assistant to the Chairman, Reconstruction Finance Corporation; Member, Federal Farm Loan Board; Director, War Finance Corporation.

**JOSEPH F. MELIA, Director of Advertising**
Formerly: Buffalo Evening News.

**WINSLOW ABBEY, Manager of National Advertising**
Formerly: San Francisco News; NEA, Inc.

**EDWIN J. HUGHES, Manager of Local Advertising**
Formerly: Nation's Business; Curtis Publishing Company.

**C. F. MOORE, JR., Director of Promotion**
Formerly: Nation's Business; Boston Herald-Traveler.

**ELLIOTT THURSTON, Political Editor**
Formerly: Philadelphia Record; N. Y. World; N. Y. Sun; Providence Journal.
TO MARK ZENGER BICENTENNIAL

The two hundredth anniversary of the decisive victory of John Peter Zenger, a political reporter on New York's first newspaper, the New York Weekly Gazette, was commemorated on Oct. 28 at the venerable St. Paul's Church, Eastchester, near Mt. Vernon, N. Y., where the famous journalist gathered the material for his provocative article. Colonel Robert R. McCormick, publisher of the Chicago Tribune, is expected to be the principal speaker.

Mr. McCormick heads the honorary committee in charge of the celebration. Other members include: Adolph Ochs, New York Times; Ogden Goelet, New York Herald Tribune; William Randolph Hearst; Frank B. Noyes, New York Times; Bernard Watson, Daily News; Charles P. Dow, president of the American Society of Newspaper Editors; Cleveland Rodgers, Daily News; Paul Bellamy, Cleveland Star; William Randolph Hearst; Frank B. Noyes, New York Times; Bernard Watson, Daily News; Charles P. Dow, president of the American Society of Newspaper Editors; Cleveland Rodgers, Daily News; Paul Bellamy, Cleveland Star; William Randolph Hearst; Frank B. Noyes, New York Times; Bernard Watson, Daily News; Charles P. Dow, president of the American Society of Newspaper Editors; Cleveland Rodgers, Daily News; Paul Bellamy, Cleveland Star; William Randolph Hearst; Frank B. Noyes, New York Times; Bernard Watson, Daily News; Charles P. 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YES! It is done, literally! How? With an ingenious machine, developed by Linotype engineers, that projects a huge image of the face of the character on a cross-line, ground-glass screen. Every Linotype punch has to pass this rigorous test... every one of its face dimensions checked to a tenth of a thousandth... before it is judged ready to punch a Linotype matrix. Most of the world's printing depends for its typographic excellence on the design of the face and the perfection of the Linotype matrix. With a responsibility like that on your shoulders, you just can't take any chances.

Printers are cordially invited to visit the Linotype matrix factory and see for themselves the procedure of design... the extreme precision in manufacture... the exacting standards of inspection that go into that small but indispensable element of the printer's equipment... the Linotype matrix.

The skill born of fifty years experience guides the shaping of that piece of brass.

MERTENTHALER LINOTYPE COMPANY, BROOKLYN, N. Y.

San Francisco  •  Chicago  •  New Orleans  •  Canadian Linotype, Limited, Toronto, Canada
Representatives in the Principal Cities of the World
**CAMERAN IS SHOT IN HAVANA BATTLE**

Photographers in Danger of Bullets

(Continued from page 9)

...and editor-in-chief of both the morning and evening editions, touched the but¬

...{}

...will spring up in its wake. There is found, consequently, in some of the pro-

...{}

...and evening editions, Paramus, New Jersey, is a tabloid newspaper. It is

...{}

...in recounting his...
This Group Market "Within a Market" Does 1/5th of PENNSYLVANIA'S
Retail Store Trade

In an exhaustive survey of this selected group market comprising 12 Keystone State counties which are local territory for the 14 papers here named, U. S. Census figures (1930) show the extent of its great purchasing power—even though the recent depression reduced these figures, which are the last available.

These 12 trading zones in which the important Pennsylvania cities of publication for these leading newspapers are located—contain 2,548,288 people (1930), or more than 1/4th of the Commonwealth's population.

The Census survey gives this group consumers' market 33,902 retail stores selling all classes of merchandise—approximately 1/10th of the 136,518 retail establishments in the entire Pennsylvania territory.

These 33,902 stores SELL 1/5th of all the retail merchandise in the Commonwealth—$832,552,000 out of Pennsylvania's total annual sales of $4,039,555,807.

Big Figures! And a big market. Steadily growing. Almost 100 per cent Blue Eagle membership for its thousands of busy mills, mines, factories and shops.

Employment, payrolls, and obviously, buying power—GOING UP to higher levels each month.

Join the ranks of the most progressive and successful national advertisers this Fall; be represented to your profit, with consistent lineage in these 14 Pennsylvania newspapers. They are advertising "prime movers" that move your goods off the shelves into SALES—in this growing market.

Write NOW for further local or general market information. Address any of these newspapers, or any National Advertising representative.
SPA NONS NRA ADVERTISING

The next important move in the NRA pro cured several new advertisers to drive through the natural medium—newspaper advertising. The NRA elects, perhaps be cause of the long advertisements on a single subject to one devoted to a particular group of commodities, such as oil and gas, automobiles, clothing and shoes, renewable each time. The plans of the NRA is to multiply the copy (no mats) and it hopes to induce trade associa tions representing each industry to sponsor, or at least co-operate with newspaper publishers in having these advertisements printed. The copy (proofs) will be circulated so that it can be inserted in the press either by the trade association, where that is possible, or by the local representatives of these various industries.

There is to be copy for 24 similar trade advertisements, to be run twice each week for three months. Each will represent the classification of business. For instance, this NRA copy for the furniture trade will give all the fundamental facts why furniture is bound to increase in price, due to increased labor costs, materials and so forth, based on government statistics. The copy will be, in fact, editorials written by the NRA on the furniture and all other trade situations. Armed with this copy, newspapers are asked to go out among local advertisers and solicit subscriptions representing each industry to sponsor, or at least co-operate with newspaper publish ers in having these advertisements printed. The copy (proo fs) will be circulated so that it can be inserted in the press either by the trade association, where that is possible, or by the local representatives of these various industries.

FAKE RADIO NEWS

To the discussion of radio as a new medium this week in Chicago. In some respects it illuminates the situation much better than any ab straction from the past.

In the first few days of the operation of the Columbia News Service the Chicago representative, one of the few who felt comfortable about the adminis tration of the listening public a fast account of an alleged man-hunt for escaped convicts from the Illinois State Penitentiary in that state raising stories that young police reporters delin quent, and would write millions of words absent, except for the restraint of sober editorial thought, to a sense of public responsibility. Cap. Man Leach of the Indiana State Police called it a "fake." So incensed was he that he filed a complaint against the big broadcasting chain with the Federal Radio Commission. He declared the broadcasting would stop with the work of the police, causing them to waste time investigating a case which indeed was a "hoax." There was no police action, but the story was one of the most uncom fortable pseudonews, unnecessarily alarmed, called up the police at night, thus burdening official wires.

The Columbia officials even now assert that the amount of the "man hunt" was "substantially created, but no other story was editorialized. Chicago Daily News, in an editorial, declared the Columbia story was a deliberate fraud on the public service.

Shovem who control radio will probably learn, perhaps quite expensively, that life isn't just a step to provide inexpensive promotional material. There are checks and balances well known to newspaper editors which keep news reporting wholesome.

The Federal Radio Commission did not, of course, investigate the case. The Columbia News Service, like every other radio broadcaster, is the licensed charge of the federal government. How far will it officially be permitted to lie and lie of such small matters as the man-hunt fake? How far will it be permissible in such small matters as the man- hunt fake to railroad the public with the work of the police, causing them to waste time investigating a case which indeed was a "hoax." There was no police action, but the story was one of the most uncomfortable pseudonews, unnecessarily alarmed, called up the police at night, thus burdening official wires.

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Charles B. Driscoll is the world's leading authority on pirates and buried treasure.

McNaught Syndicate is now offering Pieces of Eight, a daily pirate strip by Driscoll.

You'll be amazed by the beauty of the drawing. The art is by Montfort Amory, best black-and-white artist specializing in pirates and the sea.

Eight, a daily pirate strip by Driscoll. Fifty words under each panel carry the thrilling story.
Editorial Staff

THE EDITOR R RCBUSB CO., INC.

(Continued from page 25)

Lou Wเดแลเมอร์ of the New York
World-Telegram staff, has been loaned to
Frederick W. Coleman, in the special
broad cast of review for claims by
war veterans whose government com-
ensation was abolished or reduced by
the administration's economy act.

Herschel Schooley, city editor, Mex-
ico (Mo.) Ledger, has been appointed by
President Roosevelt to the Missouri
Advertising Club luncheon Sept. 27.

J. H. Newton, formerly waterfront
reporter for the (West. Mass.) Standard-
times, is now on the Boston Sun-
day Advertiser reportorial staff.

Robert R. Wimberly, associate editor,
Photo shows (left) William G. Chau-nder, general business manager, Scrip-pons, Los Angeles; Mrs. S. O. C. Parker, editor-in-chief of the group, as they arrived in San Francisco, Sept. 30th. Hurricane rainfall in Tampico, Mexico, lashed the ship 200 miles south, and it was only slightly damaged. Mr. and Mrs. Parker will visit in San Fran-cisco. Mr. and Mrs. Parker will visit in San Francisco. (By Special to The New York Times.)

LUNACY HEARING SET

Hugh S. Johnson

LUNACY HEARING SET

Hugh S. Johnson

E N C O U N T E R E D H U R R I C A N E

Journ.

TAMPICO COVERAGE DIFFICULT

Mexican Authorities Hampered Ac-

tivities of Newspapermen

Coverage of the hurricane in Tampico, Mexico, was accomplished by news-

papermen after overcoming innumerable obstacles placed in their way by the Mexican

authorities.

When conditions of the catastrophe

were reported by Tampico correspondents at Mexico City and a group of Brownsville

newspapers who had taken a Mexican-licensed plane were already in the stricken city.

Cameras were not allowed in the city. Francisco, Hugh S. Johnson, a veteran Acme

photographer, managed to get photos back to the United States by concealing the plates

in the upholstery of the plane. The


McLean, a jury of inquisition was

appointed. Mr. McLean, according to the
doctor, "is somewhat deaf, has a "delusions of grandeur, feelings of persecution, emo-
tional and aggressive outbursts and mis-

identification of persons around him.

NEWSPAPER CLUB DISSENT

The Newspaper Club of New York

ended its existence Oct. 5. Swindling

members and increasing debts were given as the reasons. Its furnishings

will be auctioned by the city, report

d says that plans for a reorganization

would be discussed.

VISCOSO APPOINTS MATHES

Viscovo, the biggest newspaper

club merchant, has appointed Mathes,

Inc., New York, to direct all advertising

on Crevola and Serauta yachts, as of Jan. 1, 1934.
Tampa Tribune Action Based on Letter Charging "Shakedown" by Reporter—Paper Asks $501 Damages

By John T. Campbell (Tampa Tribune)

TAMPA, Fla., Oct. 3—Suit for libel was filed by the Tampa Morning Tribune in court here today against Charles F. Blake, chairman of the Tampa city commission education board, for $501 damages—which is one dollar in excess of the minimum amount over which the circuit court has jurisdiction. Considering the number of libel suits against newspapers, this by a newspaperman is much like the man biting the dog.

The suit is based on charges recently made by Blake in correspondence with officials of the Tribune and circulated by Blake. In a letter to the general manager of the Tribune, Blake charged that Howard W. Hartley, former Tribune reporter, "is conducting a racket generally known as shaking down, or a form of blackmail," citing an alleged instance in which Hartley had alleged Blake had borrowed $100 from public officers. After Hartley had been dismissed on evidence that he had borrowed $100 from one public officer and $50 from another, all of which had been repaid, E. S. Thomason, publishing attorney for Blake, advised the reporter that he had been discharged but that settlement of the other charge in the letter to Misses hitting at the integrity of the Tribune's other charges in the letter to Mims, general manager of the Tribune, Blake charged that Howard W. Hartley, former Tribune reporter, "is conducting a racket generally known as shaking down, or a form of blackmail," citing an alleged instance in which Hartley had alleged Blake had borrowed $100 from public officers. After Hartley had been dismissed on evidence that he had borrowed $100 from one public officer and $50 from another, all of which had been repaid, E. S. Thomason, publishing attorney for Blake, advised the reporter that he had been discharged but that settlement of the other charge in the letter to Misses hitting at the integrity of the Tribune's other charges in the letter to Mims was much like the man biting the dog.

HAROLD A. PAULY, editor of the Troy (N. Y.) Sun, was elected president of the Miami Valley Press Association here last week. Also elected were: Granville M. Kumbler, publisher of the Springfield News-Telegram, Springfield (O.); and R. B. Bards, publisher of the Brookville (O.) Weekly, secretary-treasurer.

The longest move was more than 75 feet, and this was accomplished in 20 minutes from the time the operator rewound the machine until it was again ready for the production of type.

This truck was made adjustable for width because it was to handle Model 31, 39's, 85's and 14 Linotype sizes as well as Model Intenst."
PROPOSAL MADE LAST MARCH CALLED FOR FAIR WAGES, ADOPTION OF EMBLEM, AND AN EDUCATIONAL CAMPAIGN

Proposals for a recovery program somewhat similar to that put into effect by the government in its NRA drive published in the New York Times months before the NRA program began have been picked up and hinted at by Times' executives. While no similar plan has been reported by the NRA itself, the Times, following the lead of its sister New York papers, is pushing out directly from this proposal, the Times suggested a plan as an issue of how newspapers have made material contributions to current thought. The plan was written on the day President Roosevelt was inaugurated, and published Monday, March 5, in an article, "The Merchant's Point of View," signed by C. F. Hughes, business editor of the Times. After discussing proposals by Goverm. Lehman for a minimum wage legislation in behalf of women and minors, Mr. Hughes wrote: "Against the evil of price-cutting, on wages, reduced purchasing power, and inefficient and dishonestly made products, what retailers are paying in the wholesale markets. Whether the public will meet these advances is the all-important question. "If consumers are properly educated to their own stake as workers in the recovery program, then they should be willing to pay more. In the meantime, unreasonable prices must be promptly investigated. They endanger the entire program."

INTERSTATE PROGRAM READY

Advertising Managers Will Hold Convention in Bridgeport, N. J.

Fall meeting of the Interstate Advertising Managers' Association will be held in the Hotel Cumberland, Bridgeport, N. J., Friday and Saturday, Oct. 13 and 14.

G. L. Schofield, publisher of the Bridgeport Evening News, and his advertising manager, C. Wesley Stone, will be hosts of the convention. Mr. Stone is also the treasurer of the I.A.M.A.

The fall program will include: Friday, Oct. 13, 6:00 p. m. Informal dinner, 7:30 p. m. Directors' meeting, 8:00 p. m. Round table discussion, Greeting and welcome from the president, David Knape, advertising manager, Lusdale (Pa.) North Penn Reporter, Allen B. Sikes, research director, Bureau of Advertising, A.N.P.A., will speak on "Advertising Promotions, and the Selling of Them." Mr. Sikes' talk will be illustrated with motion pictures. Ralph Stegner, advertising manager, York (Pa.) Dispatch, will talk on "Selling Quality Advertising to Local Merchants."

Saturday, Oct. 14, 10:00 a.m. Tour through Owens-Illinois Glass plant. 12:30: Convention banquet to be held in ball room of the Hotel Cumberland.

ELLENROLL DECLINES

Sessions at the Columbia University School of Journalism resumed this week with an enrollment of about 60 students, which is approximately 40 per cent less than last year's number. The raising of the entrance standards of the school is given as the chief reason for the decreased enrollment. John S. Hamilton has succeeded Dr. Allan Sinclair, who was head of the junior class. Dr. Will is presenting a new course in Book Reviews and Critical Writing. Mr. Hamilton is a graduate of the Wisconsin School of Journalism, where he has also a Master of Arts degree. He was city editor of the Honolulu Tribune-Herald, Tokio correspondent for London Daily Mail, new editor of Japan Times, a member of the copy desk of New York Times. The courses offered by Associate Professor Merryly Stanley Rubenzer, financial writer for the Hearst Papers, have been discontinued.

How Big is a "Bi" Market?

Offhand, we'd say it's about as big as your sales results in it.

A mass market of close to 200,000 families—which has felt little or no depression—which is now rushing upward to a new high in buying power, as the leader in the nation's Business Recovery activity—is a big market for any business.

That Is WASHINGTON, D. C.

The Washington Times, with 106,953 circulation, covers over half of the families in this market. Present sales results from its advertising are not surprising to us, but may be to some national advertisers.

WASHINGTON TIMES

Washington's Fastest Growing Evening Newspaper

Represented Nationally by the Rodney E. Boone Organization
To organize newspapermen into a body which would have for its object the bettering not only of conditions under which newspapermen work but also the improvement of the breed of newspapermen.

I would have all reporters, desk men and other editorial employees members of the organization—and the executives, editors and publishers. The newspapermen are as anxious to improve the breed of newspapermen as the employers. Why should not they be members?

The organization would weed out the unfit, encourage those who have what it takes and uphold the best traditions of the craft.

Betterment of working conditions, nav and other things the employee is interested in can be had by moral suasion. So long as the man in charge of a newspaper office will respect the aura of unfairness, he is amenable to persuasion. If the newspaper office is as intelligent as he thinks he is, he can persuade the man in charge that he is unfair—if unfairness exists. The weight of the organization would give the persuasion dignity.

The idea of looking upon the man as an individual and upon the employer as an individual is not snobbery, but I do not want to become a member of the staff of the Daily News. If the newspaper office will respect the individual dignity of the employee, a reasonable arrangement can be worked out.

The object of organizing will be to make names for themselves. They are cubs preparing to storm New York. Ten, 20, 30 years ago the newspapermen in every office of the city had the same objection.

This objection is not snobbery, but it is the sincere belief, on my part certainly, that the profession to which I have given the best years of my life, however unsuccessfully, is too fine a thing to be frittered away in the maximum and minimum pay, walking daisies, and the like. Every man has a right to the other minutiae which would make newspaper work a job instead of an adventure.

To call newspaper work an adventure is not to say that there are not days when you can see the beans. But there are cubs preparing to storm New York. Ten, 20, 30 years ago the veterans in the city rooms were in their places. For them, too, the adventure has just begun. They are going to make names for themselves. They are newspapermen who will have given the best years of their lives from now on.

Another column continued in newspaper work if we hadn't shot for the star and believed the star was attainable all these years? A newspaper union would remove our star as inevitably as the way of the night. Take away the reporter's hope that he will sometime achieve a star and the whole game is ruined. The adventure has gone stale.

When ten years of the establishment of a newspaperman's union there will be a level of maximum pay as well as minimum pay, New York, instead of being an exception to the rule, will be just another closed shop town—and the city rooms will be filled with men who have jobs, just jobs.

When Heywood Broun and myself discussed the organization of newspapermen a week or two ago, I thought I had persuaded him to drop the union idea altogether. The plan was to persuade the employers of newspapermen to give the employees a share in the profits of the newspaper office. I was told that German landlords were held to have given the best years of their lives from now on.

A newspaperman can become a union laborer and demand and get a maximum daily stint, assurance of a minimum wage, and pay for overtime, but if he does he'll sell his birthright for the white-collar buying power of our wages, as well as whatever we have left.

Our cause is the cause of every wide, and orphan living on a fixed income, the cause of every woman and child, an income of a hundred dollars a week, the cause of every man and woman with a dollar a week, and the cause, according to God, of every holder of a Government Liberty bond, the cause of every worker for wages.

Why are we silent? Why do we not raise our voices and wield our pens before greedy farmers and fanatics from the school scare a week and a half ago, Government into wrecking this wrong union.

Machiavelli, cynically watching rulers seeking to keep power, observed shrewdly that a ruler might without fear kill a man with grown sons, he should take care before he robbed them of their inheritance.

In every city, some editor has the chance to make a name for himself by printing the truth about inflation, to further with a coupon upon whom readers with something to lose, might send in their names to go into a mighty petition. No worker wants the daily to earn devalued any further than it now. No person who has saved wants it stabilized at its present devalued value.

Very truly,
Louis W. PERRI

CHARLES F. FLINT

Charles F. Flint, newspaper publisher once associated with the late Union Labor News, is also the author of "The Business of Inflation," the book of which the writer has just received a galley proof.

DAILIES NAME SPECIAL

The Journal (Miss.) Daily News at the Haiti sugar (Miss.) America have appointed Lorenzum & Thompson as their advertising representative, effective Oct. 1 and 2, respectively.

The BECKWITH SPECIAL AGENCY, Inc.

Owing to unfavorable business conditions and circumstances beyond normal control it was determined only fair in the interest of all concerned that a friendly receiver be appointed to wind up the affairs of The Beckwith Special Agency, Inc., of which I was the president. It is a decided satisfaction to realize that every legal obligation of the agency will be met in full.

For fifty-three years this agency has functioned as an important factor in the advertising industry of America, representing many leading publications and paying them more than $8,000,000 without the slightest friction of the principles of honorable business or the ruin of lasting ill-will.

I take this opportunity to acknowledge my deep gratitude to the publishers who have entrusted their national advertising interests to our care; to the advertisers and agency executives who have given of their patronage and to the personnel of the organization whose unceasing loyalty and devotion to duty made possible the highest degree of success and in that trust, over these many years of happy association.
A HANDBOOK OF NRA, published by Federal Code, Inc., Washington and New York, is a timely book that will be valuable to all industries that are registered with the National Recovery Act, including interpretations and regulations. In addition codes for employment agreements approved or partially approved, are printed.

Obviously this book might easily be of use to the NRA in divorce, and as more and more industries come under the Blue Eagle, the publishers have overcome this handicap by offering a supplement service, starting Oct. 30. This will be in the form of a weekly publication called The NRA Record.

Since the establishment of the NRA June 16, the administrations has issued thousands of orders and guiding regulations. In addition there has been an avalanche of new developments of official or quasi-official importance. Here in this book the material is carefully selected and republished. The book is divided in five parts: (1) The National Industrial Recovery Act and Administration; (2) Codes of Fair Competition; (3) The President's Employment Agreement; (4) Substituting Provisions of the President's Employment Agreement Approved for Prior Code Industries; and (5) Regulation if the Petroleum Industry. This emphasis is upon everything that needs to be known about the NRA.

The book is well printed and bound. The supplement service, including the supplement service to the end of the year, is $4.50.

E. STACKPOLE, president and editor-in-chief of the Harrissburg (Pa.) Bulletin, has added to his collection of memoirs of his travels in foreign lands, "South Africa," representing reprints from his column "Watching the Game" in the Telegraph recording that Mr. Stackpole has never ceased to be a reporter, and that he had the added advantage of his many travels in perusing and arranging his material according to a fine philosophy of geography, which is "The Bulletin." It is a collection of Mr. Stackpole's random travel notes, his own notes of personal observation. The book, which carries numerous illustrations, is published by the Bulletin.

WHO'S Who in Major League Baseball" (Buxton Publishing Co., Chicago), is a picture谁's who book for baseball fans, compiled and edited by Harolh Hyman and Harry Salt, formerly Chicago newspaper sports writers. This 544-page book, containing nearly 250 halftone illustrations, gives records and sketches of all the players in the American and National Leagues in 1933. It also includes pictures and sketches of the coaches and the sports writers, the radio announcers and the great stars of former days, the story of study of K. S. Landis, commissioner of baseball, the system of league officials, club officials and others associated with the game, the rules of baseball, the dimensions and measurements of the famous ball parks and other pertinent information.

ADVERTISING...

ADVERTISING managers who have long realized the weaknesses of outmoded management of chain department stores will "Recognize the Busted Edin." M. E. Stern who frankly discloses these facts in his book "In the October American Mercury. With reference to each store's advertising Miss Stern says..." the advertising manager in New York City simply can't be trusted to do a good job in the daily conditions that are so important in advertising which depends on its immediate, next-day appeal. Miss Stern mentions advertising rate variations, volume requirements, differing style demands and local economic conditions as salient points against centralized handling in regional offices for stores in widely separated localities.

In the same issue Carter Brooke Jones, editor, Atlanta Georgian, writes a horse racing sketch, "Casa Nova," Nelson and Crawford, formerly of the department of journalism, has State Agriculture, and is now editor of Household Magazine, "Lady Gaga in Cap and Gown," a description of the evolution of the system of deans of women in American educational institutions. - R. W. J.

THERE is nothing temporary about President Roosevelt's measures for economic reconstruction, despite the time limits and emergency tags which they carry, wrote the New York Herald Tribune, the editorial staff of the New York Herald Tribune, in the October issue of the Virginia Quarterly Review.

"What President Roosevelt is achieving is a complete reorganization of the American political-economic structure upon a new constitutional plan," Mills continues in his article, which is entitled "The Roosevelt Revolution." It is an attempt to interpret the "hundred days" succeeding Roosevelt's accession . . .

T. D. E.

A. E. FISHER, author of "Recognizing," recently published by the John Day Company, is the inner consciousness of man and its relation to people around him. "Recognize" depicts, to start with, a typical family seated around the breakfast table, and then follows the timelines of each one through the days of one whole week. The reader gains the knowledge of the why and wherefore of all the actions. A sense of tragedy pervades the book. When the tragedy happens, it justifies the build-up the author gives it. The book is an excellent example of reporting in psychology, which is becoming increasingly important as the social consciousness of newspapers grows. - A. C.

MID-WESTERN ideas and foibles are treated in a discerning but good-natured and humorous manner—such is "Solid Citizen," by McCreary. huston, now with the Baltimore Sun, "was a day Ledger, brings to his deft characterization the knowledge of families such as he portrays in his newspaper editorial writer with the South Bend (Ind.) Tribune, and as editor of the South Bend News-Times. His "solid citizen" is a big sash and door man who rise to mid-western influence by mere solidness, rather than business brilliance. Content to pod along in almost bucolic serenity he suddenly finds himself blazing at the gates of extravagance and folly. The story of his rise and fall is told without Sinclair Lewis's bitterness but it is an engaging story of one slice of our America.

Besides his newspaper work in Indiana and Philadelphia, Mr. Huston has been an editorial writer on the Pittsburgh Gazette-Times and on the staff of the New York World-Telegram. - R. C.

ROBERT QUILLEN, editor of the Fountain Inn (S. C.) Tribune, whose honesty people call "honest," Edin. M. E. Stern who frankly discloses these facts in his book "In the October American Mercury. With reference to each store's advertising Miss Stern says..." the advertising manager in New York City simply can't be trusted to do a good job in the daily conditions that are so important in advertising which depends on its immediate, next-day appeal. Miss Stern mentions advertising rate variations, volume requirements, differing style demands and local economic conditions as salient points against centralized handling in regional offices for stores in widely separated localities.

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Here, in a manuscript approved by Van Anda himself, you will find the story of how he organized the coverage of the sinking of the Titanic... how he predicted the movements of the German merchant submarine Deutschland... how he scooped the world time and again on World War news... how he thrashed all together a few hours scattered news involved in Harding's death and Coolidge's assumption of the presidency... how he made Tut-Ankh-Amen into live news across the nation... how, in earlier years, he got a scoop on General Grant's death... how he took the old New York World's own stunt of sponsoring the first airplane flight down the Hudson... how he protected his paper against libel suits and even against denials... how he developed newspaper use of wireless... how he pioneered in rotogravure...

This story of Van Anda's career was published in abridged form in a series of articles in Evans & Publisher First winter under the heading "Fests of Van Anda of the Times." The complete version is now being published in book form under the title of A Giant of the Press by Barnett Fine.

How Will You Handle Your Next "Story of a Lifetime"?

Volume One of the NEW Editor & Publisher Library Series... 120 pages... 6 x 9 inches... with a 100 point old style type page of 3/4 x 7/16 inches... on a 75 lb. Huguenot Vellum Eggshell finish paper—illustrated—copyrighted, etc.

Price $1 delivered

Send in This Coupon

EDITOR & PUBLISHER Co.,
1700 Times Building,
New York City.

Please send me... ...copies of "A Giant of the Press," the story of Carr V. Van Anda's newspaper career.

Inscribed find check or money order.

Or, please send C.O.D. ... (check one).

Name (type or print)

Street

City

Publisher Co.,
1700 Times Building,
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Or, please send C.O.D. ... (check one).

Name (type or print)

Street

City
SMALL AGENCIES' DUES ARE LIMITED AS THEY ORGANIZE TO FIGHT CODE
Will Pay Only $10 a Year, With Larger Firms to Meet Any Additional Costs, Says Benson—Small Concerns Seek
Greater Voice In Administration

WIDESPREAD dissatisfaction among small advertising agencies over the advertising code, coming to a head recently, has been expressed by recent action of small-agency men in Chicago, Cleveland, and elsewhere, has been met with a more or less radical point, it became known this week. This is the matter of dues. The code as originally submitted called for a flat assessment of $10 on each agency of any size, with an unlimited number of $10 additional assessments to be made if and when additional dues would be included in administration of the code. It has now been decided that agencies placing less than $250,000 of advertising a year will not be liable for more than $10 a year, with the result that agencies will bear no excess cost.

This was made known by John Benson, president of the American Association of Advertising Agencies, who is also leader in the formation and presentation of the agency code, in response to inquiries by advertisers as to the attitude of the code committee toward small agencies. As regards the complaint that the small agencies who are not members of the Four-A as a result of the appeal by the agencies which are members of the Four-A, the Four-A committee has been authorized to pass judgment upon the matter. The code is not designed to promote a monopoly, and shall not be availed of for that purpose. Its provisions shall be so interpreted or administered as to eliminate or oppress small agencies. That this is not done is the opinion of the commissioner of internal revenue. They are not members of the Four-A.

In all, the code was presented to the advertising agency code committee as drafted by a committee allegedly dominated by the Four-A, and it has to be admitted that the Four-A, to the front line the week when a group of small agencies took steps to formulate their own code and to threaten to organize on any basis other than the Four-A, came to the front here this week when a group of small agencies took steps to formulate their own code and to threaten to organize on any basis other than the Four-A, which would have everything to do with requiring agencies to use the code of the Four-A or its blanks or other standardized forms.

SMALL AGENCIES ORGANIZE

(Special to Evening & Publisher)
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ADVENTURES
By ROBERT S. MANN

ADVERTISING schedules in the next six months will show the most de-
delight at some of the campaigns. The J. Walter Thompson Agency, in its column last week, was short-
marked the number of such advertise-
times, according to Irving M. Tuteur, vice-

Finally, the number of such advertise-

DENTED in new areas, are clearing the way for more reason-

A specific example of NRA effects
now comes to hand a six-column advertis-

If I believe this is the first time under
operation, Mr. Tuteur told Eve. Mr. Eckhardt
part has been made to the president and

The Curtiss Candy Company is to-

Our purchases in Germany have
ranged these confounded machines, partic-

STILL, another angle on current
business philosophy:

Editor & Publisher for October 7, 1933

35

NEW FORT WORTH AGENCY

Offices of the Advertising-Commerce
Company, a new Fort Worth, Tex.,

1929 by Mr. Eckhardt and Otis A. C. Mecham, and for the past several years a member of the Univer-

A PROVED carrier-service that
in each city to build

What It Means to ADVERTISERS!

NBA-member newspapers of-

What we mean: a new delivery service which builds greater reader interest, confi-

divery service which builds
greater reader interest, confidence and response.

clear. We have already seen substantial
ations which had been ruled inac-

Newspapers are more than mere con-

SICCUL coffee, incidentally, enjoyed

in any other month in the last 102 years.

COMIC-PAGE advertisements, begin-

Advertising Golfers Elect

James Wright Brown, Jr., service editor of Evans & Publisher, has been
elected president of the Advertising
Club of Southern California.

"Special" Appointed

James Tod, publisher of Medbery
Monitor-Commercial, was in Chicago
recently to visit his paper's new na-
tional advertising representatives, Mit-

SiegelV Accounts Agency

Siegel Technical Review, Chicago, has

TEXAS

Property to cover this great State you must

FARM NEWS

Published by the oldest business institution in Texas.

John B. Woodward, Inc.

National Representatives

New York Chicago Detroit San Francisco
FRATERNITY MEETING OCT. 13-15
Freedom of Press and Editorial Organization to be Discussed (Special to Eitor & Publisher)

CHICAGO, Oct. 2—A well-balanced program, covering every phase of present-day journalism, including freedom of the press, progress in news gathering, interpretative reporting, and the importance and quality of "editorial workers' organizations," was given the undergraduate and alumni delegates to the 15th annual convention of the Chicago Professional Journalists' fraternity, in attendance at the Northwestern University campus in Evanston. Shoptalk on the program Friday afternoon and Saturday morning will be open only to the delegates from the 44 undergraduate chapters and the 12 alumni chapters, but all members engaged in newspaper work. The convention banquet will be held Saturday evening in the Berlin Room of the German-American Restaurant at A Century of Progress. On Sunday morning there will be a business session and election of national officers.

The fraternity convention program will include attendance at the Stanford-Northwestern football game Saturday afternoon at Soldier's Field. The Northwestern chapter is host to this convention this year.

The convention program, prepared by the editorial staff of the Daily Driver Journal and national presidentelectur assistant, Albert W. Bates, executive secretary, includes talks by Marlen Pew, editor of Eitor & Publisher and honorary national president of the fraternity; Carroll Borden, former Chicago Daily News foreign correspondent and editor; W. Lee A. White, Detroit News; Lloyd White, Cleveland, the Cleveland Editorial Employees' Association; Frank Parker Stockbridge, editor of the American Press.

PAPER WINS UBEL SUIT
When the Toronto Financial Post published an article declaring that Leo Benedict Masterson was a former associate of Louis Atwell, stock broker, securites were fraud, and was attempting to sell Buffalo Canadian Gold Mines stock, Masterson threatened to sue. The Financial Post did not publish a libel. Justice Errol McDougall declared in the Superior Court last week in dismissing Masterson's action for $25,000 damages.

BIG FILE ON ZIONISTS
The Jewish Telegraphic Agency utilized teleprinter, telephone and radio systems to dispatch 100,000 words from Prague, Czechoslovakia, on the proceedings of the Eighteenth World Zionist Congress which reconvened the 3d day. This coverage to all parts of the world was supplemented by mail articles.

BRIGHT SPOTS REVEALED IN SEPTEMBER LINAGE
(Continued from page 6)

urged to advance their payroll release to Sept. 28. Shop employers were not likely to allow the mayor's proclamation by telephone to two friends and start chains of such calls.

LOCAL DISPLAY OFF SLIGHTLY
(By telegraph to Eitor & Publisher)

Pittsburgh, Oct. 4—Media reports show that total newspaper advertising in Pittsburgh during September, was 189 per cent greater than during August, and 8 per cent greater than the September, 1932, volume.

Advertising during September, was 139 per cent greater than the August volume and 1.1 per cent greater than the September, 1932, volume.

General advertising during September, dropped 4.2 per cent under the August figure, but was 2.2 per cent greater than the September, 1932, volume.

Total advertising in the Pittsburgh Press during September, was 12.2 per cent greater than the August and 10.1 per cent greater than the September, 1932, volume.

Classified advertising last month increased 6.5 per cent over August, 1933, and 11.6 per cent under that of September, 1932.

Figures showing individual papers' results in comparison with September, 1932, follow:

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<tr>
<th>Newspaper</th>
<th>Total advertising</th>
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<td>Press</td>
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<tr>
<td>14.4%</td>
<td>8.1%</td>
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<td>10.1%</td>
<td>5.9%</td>
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</tr>
<tr>
<td>Total display</td>
<td>11.4%</td>
<td>6.9%</td>
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The advertising directory of the Pittsburgh Press, limits the number of signs of the past thirty days -first, a highly successful radio edition carrying a large quota of advertising, this being the first of its kind issued by the Press in three years;

second, a marked increase in the holy.

urged to advance their payroll release to Sept. 28. Shop employers were not likely to allow the mayor's proclamation by telephone to two friends and start chains of such calls.

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NEW ERA AT HAND
Harry Van Horn Praises NRA Aims
As He Tenders Resignation
WASHINGTON, Oct. 2—Expressing the conviction that the NRA is "introducing a new era in American business history, from which we will never return to the old order of things," Harry Van Horn, president of the National Association of Better Business, who has been acting as honorary consultant on unfair advertising and selling practices, has tendered his resignation to Administrator Hugh S. Johnson.

No disagreement or friction was involved, Mr. Van Horn having served merely as a voluntary worker to set up a yardstick by which unfair trade practices can be measured. With completion of the retail codes, he said, he felt his work was done.

Mr. Van Horn said the hopes of fair-minded merchants for more than a century will be brought to partial fruition with the signing of the retail codes because for the first time in the history of trade a law will be on the statute books regulating fair practices.

"The advertising and selling paragraphs of the retail codes are standard and can now be used in any other codes requiring such paragraphs," he said. In accepting Mr. Van Horn's resignation Administrator Johnson said he felt sure his eight weeks of work in Washington "will have a permanent effect on the future direction of the National Recovery and that the real practical benefits to the public and to trade will be found when the codes become laws and are fairly and efficiently administered."

GREENVILLE STAFF CHANGES
The Greenville (S.C.) News-Piedmont has announced several changes in personnel. D. A. Tillinghast, sports editor of the News, has been appointed sports editor and assistant managing editor of the Piedmont, succeeding James Thompson, who resigned to become sports and news broadcaster for both Greenville papers on Radio Station WFBIC. J. Carter Latimer, after an absence of four and a half years, will resume his old post as sports editor of the News, succeeding Tillinghast. Latimer spent most of the interim on the Atlanta Georgian and as general sports editor of a chain of papers in Georgia.

CARLSBAD DAILY SOLD
Sale of the Carlsbad (N. M.) Daily Current-Argus to Floyd B. Rigdon of Newkirk, Okla., and Edwin S. Kerrigan of Norman, Okla., Sept. 30, was announced by E. L. Manson, president of the New Mexico Publishing Co.

Mr. Publisher: BUY SPACE THE WAY YOU SELL IT . . . . .

WHEN your representatives sell NEWSPAPER ADVERTISERS space in your medium they sell them the market covered as well as your paper. So . . . buy space the way you sell it!

The EDITOR & PUBLISHER MARKET GUIDE offers the same degree of concentration among buyers of newspaper space as does your newspaper in its consumer market.

In selecting NEWSPAPERS and studying markets, the use of the MARKET GUIDE is preferred among the leading manufacturers and their agencies.

Forms for the 1934 EDITION close November 9. Make your MARKET GUIDE reservation now.

EDITOR & PUBLISHER:

STAFF GETS VARIETY STOCK
Silverman Leaves Income from 300 Shares to Eight Workers
Three hundred shares of the capital stock of Variety, theatrical weekly, have been left to eight of his employees, it was revealed this week when the will of Sime Silverman, founder and owner of the publication, who died in Los Angeles Sept. 22, was filed in Surrogate's Court, New York. The rest of the estate goes to the family.

The employees sharing in the stock are Harold Ericks, Abe Green, Hal Palperin and Louis Rydell, who receive trusts of 50 shares each, and Jack Pulaski, Robert Landry, Joshua Lowe and Joseph Bigelow, who receive the income from twenty-five share each. These beneficiaries receive their stock outright at the age of 30 if they are still in the employ of Variety. If they die before that time and are in the employ of the publication, their widows are to receive the income during their lives. The stock eventually reverts to the residuary estate.

NEW SPACE BAND
The Mergerthauser Lithotype Company has announced a new space band with a minimum thickness of .032 of an inch and a maximum of .117.
HOOD NEW PRESIDENT OF SOUTHERN GROUP

Savannah Executive Emphasizes Ne¬

ewspaper Welfare Work

—Next Convention to Be

Held in New Orleans

The circulation manager of today must be a shrewd salesman whose destiny he moulds, declared E. D. Hood, of the Savannah (Ga.) Morning News and Evening Journal, in addressing the inaugural convention of the Southern Newspaper Circulation Managers Association in Pensacola, Fla., Sept. 28-29, Mr. Hood was president of the association, suc¬

ceeding Hubert E. Johnson, of the Philadelphia Press, in that position.

"Gene are the days of faith, dirt, neg¬

lect, slurrery, misconduct, impudence and unkind treatment of the newspaper salesmen," said Mr. Hood. "But you have come to a new deal for the little newspaper mer¬

chant. Long may he live, sell our pa¬

tapers and live; and when we are ready to step up or out, take over our work and in the same environment qualify him to carry on."

Newspaper salesmen were sounded by Don R. Davis, of the Miami Daily, as rewrite man. The Atlanta Journal; Fred M. Grim, Jackson¬

ville Journal, second vice-president; and Mrs. Dorothy Bannister, Portland (Me.) Tribune's secretary and treasurer, were named to vacancies on the board of directors.

A better harmony between circulation and advertising departments was sounded by Don R. Davis, of the Miami Daily, as rewrite man. The Atlanta Journal; Fred M. Grim, Jackson¬

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FRED L. HALL
President of Fenger-Hall Company
Died in California

Fred L. Hall, 59, president of Fenger-Hall Company, national newspaper representa-
tive, died Oct. 2 at his Burling-
ton, Cal., home. He had been ill but
shortly before his death.

Mr. Hall was with the Oakland Tri-
advertiser for 28 years and was a past president of the local chapter of the
San Francisco Newspaper Representa-
tive Association. He started his ad-
vancing career in the newspaper
business with the old San Francisco Call, which included as rivals in advertising advertising for various newspapers such as the San Francisco Call.

His business career began as a
printer's apprentice on the St. Lo-
sburgh, and later as a bookkeeper.

He was survived by his wife and
three children.

DAVID T. STUART
Former Western Newspaper Union Editor Dies in Colorado Springs

David T. Stuart, formerly an eastern advertising representative for the Western Newspaper Union, died Sept. 27 in the typographical Union Printers' Home, Colorado Springs, at the age of 70

Mr. Stuart started his career as a
printer's apprentice on the St. Lo-
nsburgh, and later as a bookkeeper.

He was succeeded by his wife and
three children.

JOHN S. HEALY
Effect of News

John S. Healy, 64, former production manager of the New Haven American, died Oct. 1 at his home in Brook-

Mr. Healy's career began as a
printer in New York in 1897. In 1906 he became a member of the board of directors of the New Haven American, and was a member of the board of directors of the New York Evening Journal.

Although an editor for most of his career, he retired as a vice president in the typographical union.

Harvey W. Spake, 65, formerly gen-
eral sales manager for the Illinois and
Iowa district of the Libby, McNeil &

Chicago, died at his home in Chicago. He was a past president of the Western Newspaper Union and of the New York American.

Mr. Spake was a past president of the Texas Press Association.

Oran Kelly, former owner and pub-
lisher of the Sunbeam (Tex.) Leader

and one-time publisher of the Texas Free Press, died Sept. 29 in a hospital in Woodville, Tex.

Mr. Kelly was the founder of the Sunbeam, a 30-year-old journal.

Mr. Kelly was a native of the old San Francisco Post and for a number of years published his own newspaper at St. Joseph, Mo.

Louis Havemayer, 65, of the editorial staff, Portland ( Ore.) Journal, was killed in a plane crash. Mr. Havemayer was one of the editors of the Portland Journal and was former president of the typographical union.

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Editor & Publisher for October 7, 1933

ALL THE NEWS OF BRITISH PUBLISHING AND ADVERTISING is given in WORLD'S PRESS NEWS leading British organ of journalism and publicity.

Subscription of 50 a year includes:

35 issues of WORLD'S PRESS NEWS
12 issues of "Photography"
12 issues of "Printing"
12 issues of "Drawing" and "Design"

Only British members of the A. B. C., in its field. Largest net paid sale.

WORLD'S PRESS NEWS AND ADVERTISING
49, Fleet Lane
London, E. C. 4

No Charge to Employers

If you need

If you need

If you need

If you need

If you need

If you need

If you need

If you need
JOSEPH N. FINING
Head of St. Louis News Bureau Dies
After Operation
Joseph N. Fining, at one time a mem-
ber of the editorial staff of the old St.
Louis Republic, and for many years a
free lance magazine correspondent, died
at a St. Louis hospital Sept. 26,
following an operation for bladder
trouble. He was 60.
For several years Mr. Fining had
been managing editor of Export
& Publisher, the New York Journal
of Commerce, Traffic World of Chicago
and other publications. For ten years
he operated his own press bureau.
He is survived by his wife, Mrs.
Esther B. Fining, and two daughters,
Carolotta and Jean Fining.

GEORGE O. WILCOX
George O. Wilcox, 41 years old, ad-
vancing solicitor for the Washington
Star and former Cleveland and Youngstown, O., newspaper man, died
of a heart attack Oct. 1 in his home
at Lyon Village, Va. A native of Dal-
ton, O., he studied in Cleveland
schools and was employed with W.
Cleveland Press and later became ad-
vertising manager of the Youngstown
Telegram. He joined the Washington
Star three years ago.

HARRY H. RUTTER
Harry H. Rutter, retired newspaper
editor and publisher, died at his home
in North Plainfield, N. J., Oct. 1. His
first newspaper position was as ed-
tor of the Carthage, (Mo.) Farmer.
Three years later he became owner
and editor of the Hughesville, (Pa.)
Mail. While in Hughesville he served
as postmaster and was elected a mem-
ber of the state assembly. He then
became owner and editor of the Muncie
(Pa.), Democrat, editor of the Du Bois
(Pa.) Express and the Farrell, (Pa.)
Venic. He then went to Philadelphia,
where he was with the Municipal Water
Bureau ten years.

JAMES W. CONNELLY
James W. Connelly, city hall reporter
of the Middletown, (Conn.) Press, died
suddenly at his home in Middletown
Sept. 29 at the age of 85. He had
served as editor of the Torrington
(Conn.) News and the New London
(Conn.) Telegraph and as reporter on
the Hartford Times and the Hart-
ford Courant. He had also reported for
the St. Peterburg (Fla.) Independent.

JAMES WHITE
James White, advertising manager
for T. H. Taylor & Company depart-
ment store, from 1910 to 1921, and in
charge of advertising and sales pro-
motion for the Associated Dry Good
Corporation of New York from 1921
to 1929, died Sept. 29 at his home in
Queens, New York City, at the age of
65. He was born in Scotland.

INVESTMENTS ANALYZED
John S. Piper, financial editor, Sa.
Francisco News, presented an interest-
ning series in the News by obtaining its
views of five types of financial advisors
on the investment portfolio of the "Pro-
fessor's Wife." After presenting the
typical portfolio and analyzing its com-
tents, the series discussed in turn the changes each expert would make to
form with present conditions.

INDICTMENT DISMISSED
An indictment charging Leonard X.
Hall, editor of the Jacksonville (Ore.)
Miner, with criminal libel was recently
dismissed at the suggestion of Judge
G. F. Skipworth and the district attor-
ney's office.

EDITORS HEAR McMURTRIE
Douglas C. McMurtrie, director
of typography of Laddow Typographic
Company, Chicago, addressed the In-
dustrial Editors of Chicago at a meeting
and annual round-table conference
Oct. 3 at the Hotel Stevens, Chicago.

Rebuilt Presses
SCOTT 24 and 32-page Presses, also
Modern Unit Type Multi-Unit Presses,
Quad, Sextuple, Octuple.
GOSS 24-page and 32-page with color
deck, upper formers, good for black and
color work.
HOE 40-page Simplex, and 2 48-page
Sextuples, 1 2-Unit Super
Octuple with Kohler Roots, 2
Lightning Decked Octuples.
DUPLEX-1 Duplex 16-page Tabular
with stereotype equipment.
Available for early delivery.

WALTER SCOTT & COMPANY
Main Office & Factory 120 Park Ave. New York City
223 Wew York St Chicago

STEREOTYPE ROOM
EFFICIENCY
Means quick production of good plates
and the elimination of re-
casts as far as possible.

MOULDING BLANKETS
Hard and Soft Cork Blankets
Heavy Wool Moulders
Light Wool Moulders
Thin Wool Moulders

(All Sizes)

Space Packing Felt
4 Thicknesses—No. 25, No. 35, No. 40, No. 50
Easy to tear, quick to place

NEW ENGLAND NEWSPAPER SUPPLY COMPANY
Worcester, Mass., U. S. A.

THE GROE PRINTING PRESS CO.
1355 South Chicago Avenue
Chicago, Illinois

NESCO

Address

NEW HOO COLOR MAT REGISTERING RACK

SULLIES AND EQUIPMENT

WITH this novel device, color mats are quickly
and positively set to design, for close register.
Guess work is eliminated. It will pay for itself
many times over in reducing costly registering time.

IRVING TRUST COMPANY, RECEIVER IN EQUITY FOR
R. HOO & CO., INC.
138TH STREET AND EAST RIVER, NEW YORK CITY

BIG VALUES IN USED PRESSES

Have you a press that you know you will replace sooner or
later? ... an old timmer which will eventually have to make
way for a later, faster press?
If so, you can make the change today at surprisingly low
cost. Used presses of standard makes in the straight line
and unit types offer increased capacity and the advantages
of more modern equipment in return for a comparatively
small investment.
These presses are guaranteed to be in good working order,
and they are available to meet a wide range of requirements.
Tell us what you might use, and let us supply
details on some of our best values. Write today.

The Groe Printing Press Co.
1355 South Chicago Avenue
Chicago, Illinois

PRESENTS an unique listing of the news and advertising and
blurbs of the following week
Subscription: $4.00 Domestic-$4.50 Canada-$5.00 Foreign

EDITOR & PUBLISHER

CHICAGO STORE TRIES NEW CLOTHING COPY
The Fair Using Semi-Carthoons in Suit
Advertising with Whimsical
Headings—Wide Departure
from Old-Style Copy
(Growing Salesman of France)
CHICAGO, Oct. 2—An innovation in
men's clothing advertising has been in-
trouced here by a large downtown store.
Illustrated with semi-cartoon (drawn)
method and using rollicking and whimsi-
ical phrases for headings, the series of new advertisement copy is designed
to sell Yearcraft suits for men.

The advertising copy is the product
of Carl J. Nickel, Chicago advertising
agent, who seeks to impress the style
and quality idea without resorting to
the well-worn phrases of pureworsted
fabrics, high class tailoring, expert
workmanship, etc.

In smaller space than that used by
most men's clothiers, the Fair is telling
its story effectively and not relying on
price cutters. For each series is unusual in
that it employs dramatization effort to
fill newspaper space and sell suits.

While some of the advertisements
might be termed humorous, the appeal
brought most of them is "hu-
maness."

"We simply dramatize our product in
the known terms of the consumer," said Mr. Nickel in discussing the copy
with Editor & Publisher. "We do
not in this show style drawings of men's suits, but we make the appeal
in such a way that the copy might be as
good as another. Nor do we rely on
such terms as 'quality,' 'style' and the other orthodox terms
that have made much department store
advertising uninteresting. By our dra-
matization we aim to put new meaning into
those reliable terms and in so
doing we reach the minds of our pro-
customers."

Typical of the series are the follow-
ing headings:
"Hold out!" You'll be pouping your business
(Husband is all swelled up
over his new suit, and his wife fears
the worst. Copy goes on to explain
there is nothing to fear, for he is wear-
ing a suit that suits.

"Hey! Where you going with those
trousers?" (Absent-minded husband,
with extra trousers over his arm, can-
not possibly conceivably of getting
such a fine suit at the price and is return-
ing extra pair of trousers.

"King for a year." (As the title in-
cluded in the ad, it is perfectly all
right for the husband in the coronet
and his wife fears.

"The views of five types of financial
advisers on the investment portfolio of
the 'Professor's Wife.' After present-
ing the typical portfolio and analyzing
its contents, the series discussed in turn
the changes each expert would make to
form with present conditions.

These are guaranteed to be in good working order, and they are available to meet a wide range of requirements. Tell us what you might use, and let us supply details on some of our best values. Write today.

The Groe Printing Press Co.
1355 South Chicago Avenue
Chicago, Illinois

Addition, 14 Men Have Been
$37,000 PAYROLL RISE
in Hackensack

(Special to Newspapers & Publishers)

HACKENSACK, N.J., Oct.—As
his contribution to the NRA
move John Borg, publisher of the
Hacksack Record, has increased
the payroll, and the total
payroll increases in the Record
are $37,000. The raises went into
effect on September 15th and
partly cover the cost of
the new offices now being
constructed.

In addition to the salary boosts, 14
employees have been added during the
past month in the various departments
in the newspaper.

"I have long desired," Mr. Borg said,
"to have the minimum wage scale for
newspapermen in Hackensack raised.
I feel that the newspapermen are doing
very good work and we want to
keep them.

We have the highest wage scale for
newspapermen in Hackensack, and
we are not going to let anyone talk
us down.

The raises in Hackensack will be
$40 a week. The raises there are $40
a week, and this will bring the
mailmen up to the same level.

I think the raises will be well re-
sulted. They are in line with the
raises given in other communities.

The raises are $40 a week.

P. BUREAU CHANGES

Edwin Brice Goes to New York
and Ried Montfort to Charlotte

Edwin Brice, chief of the Carolinas
bureau of the Associated Press in
Charlotte, has been transferred to
New York headquarters as assistant
to executive editor C. E. Hoge.

Ried Montfort, A. F. feature editor at
Washington, succeeds Mr. Brice in
Charlotte.

Frank I. Weller, of the Washington
department, has been promoted to
act as feature editor in Washington,
and Carl S. Gwinn, of the New York
Department, has been transferred to
the Washington feature staff.

Job Plant for Sale

Complete Job Plant as a going business
for sale by Mr. E. L. Mendenhall, 41
Second Ave., N.W., Washington.

Help Wanted

We need high-grade men and women
deficient in the metropolitan area, who
will be able to furnish evidence of
personal responsibility and who
will be thoroughly acquainted with
the mechanics of the newspaper
business.

Our plant is of the latest type
and the position opens a
large field for advancement.

Address all communications to
Editor & Publisher.

Situations Wanted

Accounting—An intelligent young man
wants position in accounting, 
insurance, etc., in a rapid
growth advertising agency.

Attention—Foreign Correspondents
Wanted, age 35, who is not
understood by foreign correspondents,
recent experience in dailies and
weeklies, a knowledge of world
languages, age 25 to 35, previous
experience in advertising.

Circulation—City, suburban and
country, now employed, seeks a
change in a city as publisher or
circulation manager.

Circulation Manager—Pays
money, 12 years' experience
in dailies, weeklies, from cub to
editor. References ample. Address:
E. 652, Editor & Publisher.

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By MARLEN PEW

E. Wise Extra—the World’s Perfect Newspaper and a few heads from the treatment (8-col. banner) “SCHOOLS TO CONTINUE AD INFINITUM HERE”

(3-col, head) “Nudist Colony to Hold Convention” a half-tone of the nudists on parade, really quite scandalous.

(1-col, sunk head) “Readers Owe Debt to the Advertiser. Advertisement in Print from Day to Day are Step Savers.”

(1-col, box head) “Advice to Advertisers.”

In the latter column the following.

“Well, Phil, kind friend, ’tis sad but true. Business. Intelligent people seem to have bared their souls quite free from care.

Oh! when this writer does not dare to bring the graphic arts.

As heretofore suggested in this flailing pillar of truth, there is no substitute for brains in the newspaper business, and the public seem to manage to keep alive even with general prosperity on the wane. Inventive people are especially gifted in the art of surviving hard times.

There are two stories of a novelty that reached my desk this week from Kalamazoo, Michigan. Nothing like it before has been advertised in print in this or any land. It is a 16-page supplement of the Kalamazoo Gazette, issue of Sunday, Sept. 24, and every word is printed in editorial and advertising, was written by one man.

THE story of this curious stunt starts with two men of the Gazette staff engaged in a spirited private conversation concerning the fact that it is difficult to advertise anything in a medium these days. One was an advertising solicitor, in discouraged mood, and the other was Harrison Merrill, who under the pseudonym “PENN E. WISE” in the Kalamazoo Gazette.

“A c—well, I can’t say it. Here is the Gazette for a week or so, you may have a look at it.”

“I will,” was the reply, and the man in question then proceeded to read a copy of the Gazette.

“Well, what do you think?”

“I think it is the most remarkable thing I have ever seen, and I am ready to take it up and write a column for you.”

“I have tried it. It is just right.”

“I have been thinking of a scheme to do with your paper. I think it would be a good idea to have a special section every week which would be a real novelty.”

“The idea is a good one, but what do you think of the advertising?”

“Advertising will be more valuable to the advertiser when merchandise selling is difficult than in flush times. Consumers are valuable now. Poor copy is the stone which hangs against the neck of local advertising, as a rule. This is the case in all newspapers. It is more so in a small town.

“Advertising ought to be more valuable to the advertiser when merchandise selling is difficult than in flush times. Customers are valuable now. Poor copy is the stone which hangs against the neck of local advertising, as a rule. This is the case in all newspapers. It is more so in a small town.

“A—You are right there, old fellow. But what are we going to do about it? What do you think we shall do? We shall all have your gift of word-slinging.

“I will try to get my hand at writing copy, for some of these local advertisers. I will make the public think every time they open their mail. A writing man should be able to turn his art to the sale of goods as well as to the sale of himself. You are on! The more the merrier!"

THE result of the stunt supplement, the grandest jaunt any town ever received. It was titled “The A HARTFORD lad named Philip Penn E. Wise Extra—the World’s Why not,” writes he, “a pretty pair, Public Reception, ‘with a three-column pillar of truth, there is no Goodness.

“Well, Phil, kind friend, ’tis sad but true. Day to Day are Step Savers.”

and ^ .P®" employers of the people are especially gifted in the art there is a not under way. he loljcs makes settlement with the union peal, in two months volunteer citi business. Intelligent people seem to go out and sell linage for a week or so

“A Black Scrantonian, advertising solicitor, in discouraged mood, Urocer.” “Red Flash Puts Added veitiscr when merclundise selling is

sUff engaged in a spirited private con- vertiscr wlien merchandise selling is

sift of the Eoor copy JVl their papers to a humorous supple-

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a- la l- ac writing man should be able •

th. a- "m"e

rdvlV^fc^r 'hem a resounding laugh. The sup-

pose of the space if you will fill it. business, i. e., that the advertising de-

would hold monthly meetings with mem-

bers of their editorial, business and mechanical staff and request and voting. There is nothing in common be-

therefore, I must confess that I know no good news-

paper writer who does not possess ad-

vertising ideas, and no good advertis-

ing writer who does not possess appreci-

ative of editorial quality. And, from this ac-

company, I believe that many of us will be

that when two members of the up and down staffs were and somewhat talk over the common troubles of the office ideas spark and a 10-page supplement

is barely know that half of the troubles of news-

volunteers could be solved if publishers

would hold monthly meetings with mem-

bers of their editorial, business and mechanical staff and request and voting. The average dues of a journalist union in Scranton (with 5 or more members) amount to around $4 per month. Most of this goes to the headquarters union in Scranton and to the Washington headquarters.

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The minimum wage for reporters in Scranton (now after an 8 per cent wage cut last year) is around $50 a week. Desk men are paid more and have more to amount to around $5 per month. Most of this goes to the headquarters union in Scranton and to the Washington headquarters.

The Scranton employers have never had a successful drive. It is barely possible that half of the troubles of news-

employers of the people are especially gifted in the art there is a not under way. the loljcs makes settlement with the union peal, in two months volunteer city work being done for NRA

critics and also the fact that they are A Black

times. Employment shows an increase of 2 per cent over a year ago. Agricultural products are up 22

and some members of the union are be-

quired of the men outside of the usual main objectives, the

Agricultural products are up 22

Wholesale prices are up 13 per cent. Car loadings have expanded 13

Retail trade is up 16 per cent. Business failures in time, 103 per cent.

FOLKS who follow cartoons—and who doesn’t—will miss Ed- Kemble, whose humorous portrayal Negro character, remains a charac-

FOLKS who follow cartoons—and who doesn’t—will miss Ed- Kemble, whose humorous portrayal Negro character, remains a charac-

THE Soviet never is a point—not even little ones. G Linbergh and his lady arrived in New York City. Why? "A former political prisoner of the former Soviet Union is the guest of the National Hotel they are to occupy in the bed in which the former