FROM HONOLULU, a few years ago, a woman wrote these words to a friend. She and her husband were great travelers, familiar with the sights and customs of many lands. But now she longed to turn homeward—"home to my things."

What did she mean by "my things?"

The furnishings of her modest apartment would have probably brought no more than a thousand dollars in an auction room. So it was not material values which called her from afar. No, it was the voices of other meanings that whispered their enchantments to her heart.

* * *

Her things meant happy memories . . . Her things meant affection.

Her things meant beauty . . . Her things meant tranquility . . . Her things meant security.

Her things meant orderliness . . . Her things meant self-expression.

Her things were the symbols of spiritual treasures.

And now America, in a great mass movement, is returning to home—and the things of home and all their intimate significances. From this hour on we shall spend more time in the home. Find more pleasure in the home. Be more grateful for what it bestows upon us.

Henceforth we shall live with and for the quieter satisfactions and enjoy the little adventures. Little adventures, yet stirring big emotions.

For in our home-mood the purchase of a new living room rug will have all the thrill of a Caribbean cruise. The acquisition of a new bedside table for the spare room as much excitement as a gala sports event that packs the stands.

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And now America, in a great mass movement,
How's Your Advertising "CASH-REGISTERING"?

Department store sales records show where the "War Dollars" are rolling across the counter in growing volume . . . where advertising is doing business now.

Latest reports of the Federal Reserve Bank—for the four weeks ending September 26—show Milwaukee leading the 7th District and its larger cities with a gain of 14% over 1941.

Exceptional expansion in trade activity in this market is also shown by Dun's Regional Trade Barometer and Sales Management's High Spot Cities. These reliable indices of trade—and advertising opportunities—place Milwaukee first and second respectively, among all cities of 500,000 or more population, in gains over a year ago.

There isn't any better big-volume market for sales gains in the next few months, so if you have anything to sell, tell Milwaukee about it in the newspaper that reaches 9 out of 10 families in the City Zone.

THE MILWAUKEE JOURNAL
FIRST BY MERIT
This coming Forum— the eleventh Herald Tribune Forum on Current Problems—is being planned as a direct aid to our war effort. Its rostrum will be turned over to those who are thinking this war through... and helping to mold our objectives.

The annual Forum on Current Problems began in 1930 as a small gathering of selected leaders addressing themselves to community heads. It has since become America's Public Meeting... its subjects and conclusions always ahead of the current scene, an aid to forward thinking.

At this time last year, when the eleventh Forum was originally scheduled to be held, the country's thinking was in a state of confusion. Looming war clouds obscured, for the moment, the aims of this nation. Today those aims are becoming clearer... and the demand that they be stated for all to understand is becoming more insistent.

The Forum will carry out its record of organizing the best thinking this country can produce on the pattern of the world in which we mean to live. It will do this through those who link our effort to the world force that is the United Nations.

Radio will carry the speakers' words to the ends of the land and beyond. It is expected that the President, as is his custom, will bring the program to a close.

Since it is an event of importance to the nation, the speeches will be reprinted in full in a special Forum section to appear immediately following—on Sunday, November 22, in the Herald Tribune. In that section, also, those who lead the nation's business and industry will tell their part, their hopes and aims in this fight for survival in a world that shall be free.

The Forum on Current Problems will be a meeting of minds... for a clearer definition of aims... a tool for the work to be done today... and a creed for tomorrow.
Harry T. Montgomery, one of a team of AP foreign experts on AP's cable staff in New York, wrote a memo to his chief:

"Wonder if this wouldn't be a good time to have Cassidy make a try for a Stalin interview? There seems to be some kind of electric situation between Russia on the one hand and the U.S. and Britain on the other right now as a result of the second front disagreement and Stalin might well welcome an opportunity right now to discharge the atmosphere with a message directly to the British and American public.

"You can never tell when he's going to grant an interview, and I have a hunch the situation might be ripe now. If Stalin does want to talk to the American people of course the AP is just the channel he should use. . . . Don't you think it's worth a stab?"

AP executives went into a huddle to confer on what Stalin should be asked, and sent the following cable to Henry C. Cassidy, Chief of Bureau in Moscow:

Joseph Stalin's letter to the Moscow correspondent of The Associated Press—the Premier's only direct wartime utterance thus far to the foreign press—has proved to be a shot heard around the world. Here is the inside story of the letter from the original idea to international acclaim—a story of teamwork.

THE INSIDE STORY

OF STALIN'S LETTER

TO THE AP
"CASSIDY VIEW WILLKIES STATEMENT TRY UTMOST GET STALIN INTERVIEW OR FAILING THAT SUBMIT WRITTEN QUESTIONS SECOND FRONT ALLIED AID SOVIETS ABILITY RESIST ETCETERA—ASSOCIATED."

On receipt of this message, Cassidy delivered directly to the main receiving room of a guardhouse in the Kremlin a letter requesting an interview with Premier Stalin or a written answer to three questions:

The letter was typed on a plain white sheet of paper bearing no letterhead and signed in purple ink in a firm, bold hand with an emphatic period after the "S" and a dash after the name Stalin.

Stalin asserted Allied aid to Russia, compared with Soviet aid to the Allies, had "so far been little effective" and he called upon the Allies to "fulfill their obligations fully and on time."

Worldwide reaction was immediate. In London Prime Minister Churchill was called upon for an explanation of the meaning of Stalin's request. In Moscow ambassadors of the United States and Great Britain conferred while in Chungking Wendell Willkie said "I hope Mr. Stalin's statement will bring Russians' imperative needs forcefully to the attention of the peoples of the United Nations."

A copy of Stalin's letter in Russian was transmitted direct to New York by radiophoto and thence distributed nationwide by AP Wirephoto.

Stalin's letter to The Associated Press drew worldwide discussion and acclaim from newspaper and radio. Here is what a few newspapers said:

Under the title "Scoops" in the "Saturday Essay" column, Robert Lynd of the London News Chronicle recounted the "astonishing" story of how Cassidy delivered his letter to the Kremlin and wrote:

"You or I would not have thought of sending a note around to be dropped in the letter box at the Kremlin. That, it seems to me, was an impulsive notion of which only journalistic genius is capable."

In Moscow the correspondent of the New York Herald-Tribune wrote:

"The Stalin letter is one of the most important documents issued in this country since the war began for Russia nearly 15 months ago."

In Chungking The China Times said:

"Such frankness augurs well for the post-war world in which it is to be hoped honesty will replace suspicion."

In Havana, Cuba, Leandro Garcia said in the Havana Pais:

"Henry C. Cassidy achieved the glory of adding another chapter to the cherished and vibrant history of The Associated Press. . . . The entire universe is thinking about that message acquired and revealed by the famous North American correspondent to achieve a journalistic scoop of the year."
In September The New York Times climbed into first place in the United States in Classified Advertising. For several years the leader in New York, The Times won top position last month with the largest volume of Classified published by any newspaper since January, 1933, the month when Media Records reports on Classified started.

This record is significant at a time when Classified Advertising is being called upon by a wide variety of advertisers for greater performance than ever before.

**The New York Times**

"ALL THE NEWS THAT'S FIT TO PRINT"
WPB Calls Publishers to Preview Materials Cut

Newspaper Curtailment is Foreseen . . . Metals Picture to Be Presented . . . Color Inks to Be Discussed

WASHINGTON, D. C., Oct. 21—Publishers, called to Washington for a conference next week, will have their first official preview of the materials curtailment picture which has been in the process of formulation by the War Production Board for several weeks.

E. W. Palmer, acting chief of the printing and publishing branch of the WPB, has summoned, by telegram, 24 editors in the publishing field, including representatives of all national and regional groups.

The impact of possible curtailments upon the newspaper industry is one of the items that may be taken to cushion the blow take up the entire agenda.

Newspaper Cut Possible

Mr. Palmer is an advocate of the principle of horizontal curtailments, rather than conservation by "weeding out" those of the business. The 10% reduction in use of newsprint, suggested as a step to be taken by voluntary action, is said to be no longer favored.

Whether the percentage figure will be greater or less remains for revelation.

Assuming, as now seems likely, that the Palmer program has won indorsement in upper circles of the War Production Board, publisher representatives may expect to hear a call for reduction, which is now estimated at a newspaper consumption total of 20,000,000 tons to the 1939 total of 16,000,000 tons.

The substitution of other metals in food containers and other uses has been accelerated in recent months, and a direct effect upon all paper production is believed certain to result.

In "rapid succession," Mr. Palmer has said, there has been a decrease in the printing industry, and the printing ink industry, because it, too, has been in the process of War Production Board action.

Pressmen for Newsprint

The group also will consider the problem of newsprint output, transportation, and labor, as set forth by the American Newspaper Publishers Association in the ANPA Bulletin of April 21, 1942. The plan will also be discussed. This plan relies on such methods as the elimination of sample copies and of "returns," a decrease in the number of editions, and other technical steps to effect the necessary savings.

"Attention also will be given to metal salvage problems within the newspaper industry, and to any other questions which are projected by the industry itself."

OMER N. CUSTER DIES

Omer N. Custer, 68, publisher of the Galesburg (Ill.) Register-Mail and former Illinois state treasurer, died Oct. 17 in a Galesburg hospital. He had suffered with a heart ailment for several months. Born in Pennsylvania, Mr. Custer went to Galesburg at the age of 17, and entered the circulation department of the old Galesburg Republican-Register.

He became a member of the circulation manager, business manager and a principal stockholder, acquiring a controlling interest in 1927 when he purchased the Galesburg Evening Mail and consolidated the two papers into the Galesburg Register-Mail.

WASHINGTON, Oct. 21—An official daily newspaper, tentatively titled "American Reporter," has been projected by several government information men who are hoping it will have the support of President Roosevelt.

The idea was launched unofficially. To bring the newspaper into existence as a regular publication, the consent of President Roosevelt would be required, but neither has had the subject formally submitted to him.

One member of Mr. Davis' staff has worked on the plan, but it was not clear whether he did it in his private capacity and not as a representative of the Office of War Information.

The idea has advanced to the stage of preparing "dummy" editions—not paste-up jobs but imposing 32-page, tabloid-style, printed newspapers. While the experiment obviously is a costly one, there has been government interest to date.

The "dummies" have no masthead or editorial page. One of them, carried by the WTB Bulletin of Wednesday, Aug. 27, is a second front statement, made no mention of that happening, but played up the Generalissimo generally as it was played in the daily press.

The paper is not designed as a substitute for any other government publication, but is entirely original in conception and execution.

Mr. Davis is an advocate of the idea and Mr. Custer, his assistant, said that he had been informed of the existence of "American Reporter," but his knowledge came "from the outside." It is not an OWI venture, he assured.

"A full agenda awaits the first meeting, with discussion scheduled on manpower and materials problems in the newspaper situation, and other questions. High on the list of subjects to be considered is the manpower shortage developing in the industry because of the demands of Service and War industry, and the increasing effect on newspaper production of curtailed supplies of zinc, copper, iron, steel and wire, and several vital chemicals.

The group also will consider the effects on the nation's newspapers of a proposed reduction in newspaper production in the United States and Canada, as well as measures to distribute this commodity equitably in the event of the limitation.

A cut in newspaper output has been considered to conserve manpower, transportation, and lumber for use in the war effort.

In this connection, the newspapers own plan to conserve newspaper, transportation, and labor, as set forth by the American Newspaper Publishers Association in the ANPA Bulletin of April 21, 1942. The plan will also be discussed. This plan relies on such methods as the elimination of sample copies and of "returns," a decrease in the number of editions, and other technical steps to effect the necessary savings.

"Attention also will be given to metal salvage problems within the newspaper industry, and to any other questions which are projected by the industry itself."

U. S. Judge Calls Complaint "A Library in Itself" In Granting Second Extension

Despite government objections, counsel for the Associated Press and other defendants in the anti-trust action instituted by the Department of Justice were granted a second extension in the OMA-WPTA case. The complaint by Federal Judge Samuel Mandelbaum in New York Oct. 15. The reply is now scheduled to be filed by Monday, Nov. 2.

John Henry Lewin, Justice Department attorney, opposed the AP counsel's motion for an extension on the ground that the government had been "generous" in allowing the first extension. Lewin contended that a copy of the complaint had been given the AP on July 20, a month before it was actually filed. The AP, Lewin said, had that much extra time to prepare its answer, in addition to the 20 days allowed for the reply on Aug. 28, and a 22-day extension sanctioned on Sept. 22.

"Can't Use Advance Copy

Timothy N. Pfeiffer, representing Milbank, Tweed and Hope, the defendants' attorneys, argued that it was not accepted legal practice for a lawyer to use an advance copy of a complaint in preparing an answer to it. He pointed out that although the government waited a month to file the complaint, the papers underwent numerous last minute changes before the story was entered in New York. These corrections were made by hand, and the suit story was re-typed. "One of the defendants' attorneys, according to Mr. Pfeiffer, had the story in Washington 40 minutes before the complaint was actually filed in New York.

Charles S. Weston, special assistant to the Attorney General, had the only alteration the court could make, and that was to strike out "the defendants' attorneys, argued that it was not accepted legal practice for a lawyer to use an advance copy of a complaint in preparing an answer to it. He pointed out that although the government waited a month to file the complaint, the papers underwent numerous last minute changes before the story was entered in New York. These corrections were made by hand, and the suit story was re-typed. "One of the defendants' attorneys, according to Mr. Pfeiffer, had the story in Washington 40 minutes before the complaint was actually filed in New York.

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Local Draft Boards Get Deferment List

Critical Occupations Listed by Manpower Commission Include Managing Editor, War Correspondent and Composing Room Foreman

WASHINGTON, D.C., Oct. 26—Critical occupations in the newspaper business and other communications services were listed in a statement released to local Selective Service Boards for their guidance when acting upon draft deferment applications.

The listing was prepared by the War Manpower Commission which previously had certified the communications services—telephone, telegraph, newspapers, radio broadcasting, motion pictures, and television, and the repair of facilities—to be activities "essential to the support of the war effort."

Occupations listed, Brig.-Gen. Lewis B. Hershey said, are those "requiring a reasonable degree of training, qualification, or skill to perform the duties involved."

"It is the purpose of this list," the draft director said, "to set forth the important occupations in communication services which must be continued in order to perform the duties involved, in order that the activity may maintain efficiency and effectiveness. The list is restricted to those occupations which require six months or more of training and preparation.

Gen. Hershey instructed local boards that, in classifying registrants employed in these occupations, the deferment application should be given the following consideration:

1. The training qualification, or skill required for the proper discharge of the duties involved in his occupation.

2. The training, qualification, or skill of the registrant in his occupation.

3. The availability of persons with his qualification or skill, or who can be trained to his qualification, to replace the registrant and the time in which such replacement can be made.

The list, subject to amendment from time to time, includes the following occupations:

Managing editor, war correspondent, cost accountant, bank man, cable operator, cable-lay-out man, cable splicer, cable tester, newsreel cameraman, maintenance caretaker, central office installer, combination man (telephone and telegraph), composer operator, compositor, controller, composing room man, junior control supervisor, newswriter, cutter, cylinder-press man, director of international broadcasting, electrician (all around), electrician in the fields they represent.

lithographic engraver, newswire film editor, and foreign language announcer-translator.

Also, foreign language news or special reporter, compositor, room foreman, electrical work foreman, press-room foreman, welder foreman, imprinter foreman, pressman foreman, compositor foreman, press operator, telephone and telegraph lineman, liner-type local-operator, local-test printing make-up man, employment and personnel manager, production manager, electrical work foreman, mechanical, maintenance mechanic, mechanical tabulating equipment mechanic, radio communication office mechanic, monotony-keyboard operator, offset-press man, overlay cutter, photo-composing-machine operator, typesetter.


And, telegraph-operator, telegraph-repeater installer, telephone inspector, telephone-plant power man, telephone station installation supervisor, telephone-switchboard repair man, teleprinter operator, teleprinter repairman, teleprinter repairman, teleprinter tester, testing-and-regulating man, toll-line repair man, toll-line repairman, tool maker, typesetter, torture communications traffic chief, hand transferer, transformer repairman, translator, transmission engineer, web-printer man, welder (all around), with all specialties.

At Selective Service Headquarters here it was explained that the cataloging of these occupations by the War Manpower Commission is merely a guide and that the decision on deferment rests in the first instance in the local board. In order to include WMC to such titles as city editor, sports editor, editorial writer, etc., does not preclude the local board from granting deferments to the individuals occupying those posts. Inclusion of man-lining editor and correspondent enhances the likelihood of deferment, but the list is not to be regarded as exclusive.

Action of Selective Service in listing newspaper occupations essential to the war effort was approved this week by the Pennsylvania Newspaper Publishers' Association but in an appeal to Major General Lewis B. Hershey, Selective Service Director, a revision of the list was asked.

It was pointed out that the new order does not go far enough and does not include those newspapers and the news department personnel and none for circulation and advertising departments.

AP Suit Answer Due on Nov. 2

continued from page 5

weekend. The government consented to this request and the AP was given a 17-day extension when Nov. 2 was set for its reply.

Due to a misunderstanding of the time for argument of the AP's motion for reconsideration, the下午 Oct. 14, the day before the answer was due, the case was called at 10:30 a.m. while the court was in session and the case was put over to 10 minutes.

The court insisted that the motion be argued that morning, declining a postponement until 2 p.m. Mr. Lewin arrived before the morning calendar was cleared, however, and arguments consumed only 10 minutes.

Expressing hope that the Department of Justice will reconsider its decision to prosecute the AP suit, Rep.

Bottled Beer to Be First

In Cross-Hauling Ban

WASHINGTON, D.C., Oct. 21—Bottled beer is expected to be the first nationally-advertised product to be constricted in its movement by the government program to eliminate cross hauling of merchandise.

The Office of Defense Transportation has had the subject of waste, by cross-carrying of carriers, under consideration from that agency's beginning. GDT proceeds upon the plan, which Coordinator Joseph B. Eastman favors, that merchandise should be sent in proximity to the point of its production whenever possible.

For example, the Eastman office finds no justification for use of tires, gasoline, and rolling stock to transport New York-made beer to the Wisconsin, and Wisconsin-made beer to the New York market.

Effect on Distribution

No attempt is made by GDT to suggest that bans on cross-hauling can have anything but a disrupting effect on the normal distribution of these products, but justification is found in the necessities of the war situation.

So far, the government has not moved into the field of commodity shipment to impose a regulation against cross-hauling, except the recent ruling on rules governing petroleum movement. This could be done with an absolute minimum of disturbance to national advertising. Companies transporting passengers by rail or highway have had restrictions laid down affecting duplicating routes and long hauls either into or out of the restricted area, and service is not required by the war program.

The Office of Defense Transportation is the ultimate source of regulations carrying out the policy of cutting down cross-hauling, but the orders are made in the first instance in the War Production Board. Industry advisory committees exist for lines of production. These committees are composed of men drawn from the fields of production and the service of WPB in an advisory capacity. One of the problems which each committee faces is to consider and determine is how of cutting down hauls of merchandise in their fields.

Decisions are expected to be made on the basis of specific products, rather than whole lines—items within the grocery trade, for instance, as compared to the entire line of wholesale grocery items. Pursuing example closer, the regional advertising during a ban had been made by the California market on cereal products, the California market on cereal products.

The pulp and paper branch of WPB is looking into the need for restrictions on the cross-hauling of the heavy commodity items in the battles of the sugar and coal wars. It is expected the govern-
Darrton Described in Final Dispatch

War Writer’s Life Compared Correspondent’s Job in 1918 With That in New Guinea in Story to Times

"It will please God to lift off my arms and out of my mouth and eyes, I will write a little article comparing the job of war correspondent in this war and the last one," wrote Byron Darnton in his last dispatch sent Oct. 7 to the New York Times from "somewhere in New Guinea." The piece was published in the Times Oct. 11, when his death was announced.

"In the last war," said Darnton, "I was not a correspondent but I saw some in France." He served in the Red Arrow Division and saw plenty of fighting. Darnton and his soldier comrades were somewhat battle-shocked, very hungry and very dirty, he explained. In that war, he continued, "these war correspondents came along, looking very clean and well fed and asking a lot of questions. You took one look at them and knew there wasn’t a cootie among you. You dislikethem.

Told of Shower for Writers

"One difference between war correspondents in the last war and this war is that this time I don’t dislike war correspondents. I hope the soldiers don’t. I hope the soldiers don’t take a ‘dim view’ of us. Maybe they do.

"For one thing, we have a shower. This is in the open, alongside a dusty road, and it consists of a pole to which a bacon tin is attached. Holes have been punched in the bottom of the bacon tin, which is connected with the water main by a rubber hose. The shower is corrugated tin sheets.

"It’s a lovely shower. And once or twice daily we are clean. It is very nice to be clean in this place, but it doesn’t last long. There is too much dust. You are almost constantly in the open, alongside a dusty road, and strafing the Japs. But nobody can blame the harassed air transport officer, who must move all sorts of fighting equipment and fighting men, if he does not want to yield 250 pounds of capacity for a correspondent and his gear.

"You get the best rides from bomber pilots whom you know. They and their crews seem to like to have you along. You provide a new element in what have come to be boring, uneventful trips to the most forward bases, and you take part in many enjoyable conversations shouted over the roar of the engines."

"I will write a little article comparing the job of war correspondent in this war and the last one."...
British to Pool U. S. Coverage

Of Home Fleet

Services to Share U. P. Man’s Stories ... AP and INS Also To Rotate on Assignment

As the death of Byron Darton of the Associated Press in the Mediterranean on Oct 18 reemphasized the perilous work of war correspondents, reports of the conflict, American war correspondents, who had been moved into a field of action heretofore closed to U. S. reporters, for the first time in history an American correspondent became a representative of the British Home Fleet and a well-recommended representative of the U. S. press. The honor of breaking a long-standing precedent barring British all but a Reuters reporter, represented British Home Fleet Mediterranean was initiated by Larry man. The arrangement was sanctioned by the British Information Service which was in supplementing the efforts of American correspondents.

Crown Protests Withholding of War News

COLLEGE STATION, Tex., Oct. 17—Members of the Southwestern Journalism Congress, meeting here with Prof. J. Willard Ridings of Texas Christian University, who was emulated by the day's events. That information was told to the people the truth, tell them the news. There was no such thing as a monopoly of the news that was going to keep the public free and strong, the editor concluded.

No other sessions of the Congress will be held for the duration, it was decided and the only officer of the body proper elected was the retention of Major James E. Crown, editor of the New York Times. Did he express any fear that rather than opposed America's entry into the League of Nations 20-odd years ago this present global war would not have developed?

But even though the press is responsible, in part, for the development of the present war, the editors must continue to oppose with vigor present threats to freedom of the press in order that the tendency toward censorship may not be fixed upon the country. And the New York Times is fast enough, Mr. Roosevelt's speeches are subject to total government control. Here could not possibly be a News-Chronicle, a newspaper which must be held at the point of the gun. The news they gather. One of the...
Committee Pledges Further Aid In Nation’s Scrap Metal Drive

Nelson Asks Newspaper Group to Cooperate With WPB to Get in Industrial Scrap . . .

3,544,682 Tons Reported So Far

By S. J. MONCHAK

Heard Newspapers; Roy D. Moore, Brush-Moore Newspapers; Donald J. Stecki, managing editor, Overland Journal, Portland; Cranston Williams, general manager, American Newspaper Publishers Association.


47 States Report

Meanwhile, the Committee announced Oct. 21 that more than 3,500,000 tons of scrap metal had been reported as of that day, with hundreds of counties yet unheard from.

The Committee believed that this figure represented possibly half of the scrap metal actually collected, basing this judgement on the trend of incomplete reports.

Additionally, hundreds of thousands of tons of scrap from industry and special projects requiring time for demolition no doubt have been started toward steel mills by the newspaper drive, although it may not become available for some time yet.

The latest Committee tabulation of state reports showed Kansas leading the nation on the basis of per capita collections with 129.6 pounds for every man, woman and child in the state. Wyoming was second with 104.2 pounds per person and Pennsylvania was third with 101.2 pounds.

The per capita average of the top 10 states was 96.1 pounds. The per capita figure for 47 states based on incomplete reports was 57.7 pounds. The leading 10 states, ranked by per capita collections and with estimated tonnage totals, were:

Kans., 129.6 pounds per capita, 116,873 tons total; Wyoming, 104.2 pounds, 13,698 tons; Pennsylvania, 101.2 pounds, 565,850 tons; Nevada, 92.5 pounds, 5,063 tons; Rhode Island, 91.7 pounds, 22,700 tons; Delaware, 90.1 pounds, 12,026 tons; Montana, 85.3 pounds, 23,018 tons; Iowa, 83.2 pounds, 168,000 tons; Michigan, 83 pounds, 223,260 tons; New Hampshire, 80.8 pounds, 19,888 tons.

Following the meeting with the WPB chief, Mr. Slocum, issued the following statement to the press:

"It is always gratifying to be told that a job given has been splendidly done. Newspapers of the country appreciate very much the fine tribute paid to them by the government through Donald Nelson.

"While such a tremendous job, to be done in a hurry, needed strong national leadership which the newspapers supplied, the success achieved would not have been possible without the spontaneous rallying of the people of the country under that newspaper leadership."

"Almost over night, newspapers made the nation acutely scrap conscious. Millions of people all over the country immediately responded, working hard, giving long hours. They went through their attics and cellars, and over their yards and farms and gladly gave up things of useful metal, many of which they had prized for years.

"Newspapers all over the country gave without stint of their time, materials and resources. Newspaper staffs eagerly sought the assignment and worked without regard to hours, glad to do something to aid so directly the men who are risking their lives.

"The newspaper drive, as such, is ending in most of our cities started later and their announced campaigns are not yet completed. Some cities, however, as the job is that has been done they can do more of it. The basic local conditions and their drive will therefore be not close at this time.

"The whole campaign has been a national service movement. People everywhere should take another look, and whatever they find which is needed on the scrap pile should be given there. Local charities and civic organizations should in every case be told that newspapers will be glad to have it, or it can always be sold to the junk dealer."

"Newspapers need for more of the heavy and industrial materials. Newspaper cooperation with the War Production Board in its own intensive drive for paper and rags this year will therefore not be inidue.

"The first series of planned monthly reports on metal scrap being salvaged at newspaper plants in the New York metropolitan area reached the local Industrial Salvage Committee for the New York area this week and revealed that 6,719,999 pounds, or 3,580 tons, of scrap were moved from 117 newspaper plants.

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"The committee did a fine, speedy job of organizing this drive," Mr. Hall commented.

Committees of the organized effort of the daily and weekly newspapers in the metropolitan area, Harold Hall, business manager of the New York Times and chairman of the newspaper cooperative, and Tracks Hall, assistant to the committee members who in the space of less than 10 days secured the appointment of a salvage executive in each of the 117 plants.

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N. Y. Newspapers Move 3,630 Tons Of Plant Scrap

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Custodian Accounts Are Source of New Linage

Shortages and Priorities Have Taken Toll of Local Advertising Accounts... Banks Offer Possibility for Newspapers to Perform a Job

By Frank E. Feihman

This is the first in a new series of articles by Mr. Feihman, one of America's foremost experts on merchandising and marketing through daily newspaper advertising space.

These articles will deal primarily with possibilities of increasing linage in some new and standard classifications and will be rich in "tips" and "leads" for increasing display linage in newspapers.

DURING the past six months, all of us have seen a lot of changes in our local, regional and national daily advertising schedules. The priorities, restrictions and allotments have taken their toll in all classifications. Many in the newspaper industry have felt the effects of the changing merchandising picture. Their earnings have moved steadily, their personnel has changed; women are being trained to do work who were being transferred to the secretarial classifications but who may enlist or be drafted at a later date; third, special copy should also be prepared for those who may not go into the scrap, that he forgot to get their affairs in shape to leave for the larger cities, thousands of men in the upper bracket incomes who should be told at least once a week about the ease with which they can go to a given bank and, in a few hours, have all of their fiscal affairs entrusted to a competent trust officer who will carry out the wishes of the client.

The copy should be written with the idea that at least one man, possibly dozens, are already starting to get their affairs in shape to leave for an officers training school or, if they are reservists, they may be seeing active service in a very short time. The copy should stress the importance of immediately going to the bank for a discussion of the Custodian Trust that is to be set up. Point out in the copy the losses that may occur if the trust is not set up, the problems that may be dropped in the lap of the man's brother, sister, financial associates or his partners. Every day of the week, until the war is over, a certain number of prospects in Group No. 1 are available for the bank who runs this campaign.

While the copy that is prepared for Group No. 1 will influence the second group, special copy should also be prepared for those who may not go until later. They have more time to look around, get their affairs in shape to leave for another city who may need a custodian account.

Copy for Group No. 1

At the conclusion of our research job, we suggested to the bank that they run a series of special advertisements directed at four groups of prospects. First, those who already knew that they would be leaving within a few weeks; second, those who have lower classifications but who may enlist or be drafted at a later date; third, special copy for the wives, mothers and sisters of those who will enter the service; and fourth, those who, because of a government contract, are compelled to move to another city or who may enter the service of war workers.

One of the officers we interviewed seconded the last war as a private—married seven years—no children—owned a home worth about $16,000—not wealthy, but his assets totaled well over $100,000. When the government announced on the above, he became so excited over the idea of getting into the scrap, that he forgot to check his bank account and primarily was not ready to do the following:

1. To see that his bank is equipped to handle the tangling of the affairs of the average man who dies suddenly or is killed in action. This is a non-scrutiny on women; it's just a plain statement taken from the experiences of many men who have had life insurance counselors and as Trust Officers in a bank.

Have Trained Man on Job

In spite of the record, many women feel that in a year or a day they can quickly learn just what to do about cashing an insurance policy, buying a new home, paying mortgage payments, pay college bills, go salaries, audit payroll—in fact, it is not necessary. Women as individuals wish the banks to act.

Suggest in the copy directed to women that they discuss with their husbands the importance of having a trained, experienced banker on the job and why he is. The sensible production plants that are making great sacrifices for them. Show a wife and youngsters, a single sister whose brother is leaving, an older woman whose sons have left or are to go soon. Make the ads as feminine as you can. And be sure to make it easy for the average woman to find the man in the bank to whom she is going to talk. The simplest way to cover this point is to place at the bottom of the ad a sentence that might read, "When you call at the bank, just ask the guard to direct you to Mr. So & So's desk."

Copy for Group No. 4

Today, the number of dollars-a-year men in Washington and other cities where we now have government offices, is estimated to be around 10,000. A few of these men are making great sacrifices for their government. Many of them are employed in jobs from which they must do every day of the week. They are living in small rooms, or hotels that are covered to the front doors. This is especially true in Washington. Some of these men are from your town or city. Many of them see their families but once in three months. Their pressures are of course in pretty big shape. If sudden illness strikes, they might pass on in a few days a few weeks, and leave their families in distress.

In this group may also be located thousands of families who are sending a managers, supervisors, engineers and directors of war projects at a distance from their homes. We know of several men. They are on the in with their engineers, who oversee the under them for greater precision in their work. We can almost guarantee that by this campaign each bank will know details of their private affairs!

What Is a Custodian Account?

A custodian account is so flexible and can be so wide in its scope that one may even have his fuel bills paid by the bank, if he so wishes. The bank will collect rents, pay life insurance premiums, collect monies due from downtown department stores, trade-in on garage payments, pay college bills, pay salaries, audit payroll—in fact, it is not necessary. Women as individuals wish the banks to act.

Quartermly, semi-annual or annual reports will be sent to the individual, regardless of what he wants.

New Inland Officers Can Do

Every day we see new evidences that in the last war there were no cooperative or other advertising media that no other advertising media can do. This campaign is typical of a war emergency campaign in fit newspapers like "a glove." Only a newspaper can the Trust Comptroller or Bank reach every prospect in your city who may need a custodian account. As long as the war lasts the campaign will be needed by one or two of your banks.

If you are reluctant to let but on banking in your city or your office be sold as a cooperative campaign, unit rather large space with the signature; this piece as a part of the day. The same space at the suggestion of the bank.

Every week, there will be a notice in the newspaper to prepare and submit it to the front prospect is now.

FIGURES IN THE NEWS

The Lowell (Mass.) Sun and Citizen Leader figured prominently with stories on Page 1.

The Sun of Oct. 9 carried all three figures in the news Oct. 9. Not only did the Schon report that Bruce McGuan, Sun reporter covering the War Department, has figured prominently in the news Oct. 9, but also the Schon report that the Sun carried all three figures in the news Oct. 9.

The Lowell (Mass.) Sun and Citizen Leader figured prominently with stories on Page 1.

New Inland Daily Press Association officers in "skirtwash session" at Chicago meeting last week. Left to right: F. Ward Just, Waukegan (Ill.) News-Sun, director; A. C. Delaney, manager, Chicago (Ill.) Daily News; E. H. Toole, Rock Island (Ill.) Argus, retiring president and new chairman of board; L. M. Whittington, Dallas (Tex.) Ledger, vice-president; and Floyd J. Miller, Royal Oak (Mich.) Tribune, secretary of board.
Ackerman Warns Government Is "Freezing" Press

Journalism Dean Urges Fight on Encroachments by U. S. on Bill of Rights

Dean Carl W. Ackerman, of Columbia University's Graduate School of Journalism, charged in a New York address Oct. 20 that "the leaders of our domestic revolution are determined to freeze the Bill of Rights" under the stress and emergency of war, as well as incomes, wages and rents.

"They are determined to substitute freezing of the press for freedom of the press," Dean Ackerman declared. "And every reader of every newspaper, pamphlet, periodical and book has a stake in that issue, because freezing of the press means freezing public opinion and political action.

Free Press Speech "Frozen"

"If those who are determined to freeze the press succeed in achieving their objective, we may have freedom of speech but be deprived of the freedom to speak, because the facilities and instrumentalities of communication will be frozen for the duration and only those government officials and agencies beyond censorship control will be able to use them.

"In a time like this it is even difficult to speak publicly. It is difficult because there is so little tolerance even for the expression of a conscientious concern. It would be far easier to fight a known enemy abroad. We (the home front) must fight for our principles, our rights and our convictions at home, even if, in that fight, the opponent is our own government."

Dean Ackerman, who spoke at the Fourth Accounting Institute dinner at the Hotel Pennsylvania, cited the complaint filed by the Department of Justice against the Associated Press recently as evidence of a plan to freeze the press into the new mould of government control, "not during the war but in perpetuity."

"If the Associated Press is frozen into this mould," he said, "every other press association and newspaper, every pamphlet and speech, every radio and forum will be frozen in similar moulds, and the Bill of Rights and the Atlantic Charter will be relics of aspirations and ideals, not solemn covenants of the progress of humanity.

"He urged the development of "more conscientious objects," not to military service but to any interference with the constitutional rights of Americans to freedom of speech, press and assembly.

Cites Press' War Services

"Ever since the attack on Pearl Harbor and more vigorously since then, some government officials have been pressing upon us a domestic revolution designed to freeze our inalienable rights and those of millions of soldiers, sailors and marines who cannot be here to defend themselves," he declared.

"This process of freezing the press started with failure to repeal the restrictive laws of 1917-18, continued from NRA to Lend-Lease, and has been accelerated since Pearl Harbor, he declared. Today the authority of the government to control the press is "absolute, though called voluntary," Dean Ackerman said.

He cited the tremendous success of the Victory Salvage Plan, from start to finish, as an example of the press in encouraging War Bond sales and contributions to the Red Cross roll call, USO and other agencies as striking evidences of the newspaper's role in wartime. War coverage at home and abroad has inspired national unity, he asserted.

"The next time you hear anyone say that the newspapers have lost their influence, you may truthfully reply that in one of the greatest crises of our history the newspapers voluntarily, enthusiastically and locally mobilized public sentiment in support of every war project," he declared. "Nevertheless, in recent years and almost daily during the war, the newspapers have been subjected to a freezing process by our government.

"Every reader of what has been the free press of our country knows that there is not a single day of respite from propaganda advocating fundamental changes in the American way of life. All of these are pressed upon public attention by the same method of creating fear, advocating haste and demanding acceptance. The justification presented for every change is that each one is necessary to win the war. With a combination of faith and fear, the people acquiesce, and this process goes on day by day and week by week.

Ever since the beginning of this war there have been restrictions and limitations on the freedom of the press, so that today the press is frozen by law, by censorship, by directives, by decrees and by executive action. In all governmental affairs the press is free only to report what is officially released. Editors and publishers are free to comment and to criticize. They are not free to investigate the war effort or to crusade and to report their findings. Insofar as this relates to the war, no one has a right to object, because no journalist would purposely or even involuntarily give aid and comfort to the enemy."

Naval News Not for Psychological Effect

The policy of the Navy public relations office in releasing stories from the warring seas fronts was clarified by Captain Leland P. Lovette, director of the bureau, in a press conference at Portland, Ore.

"We do not mean that the conversations Board has assured. Long distance calls to or from newspaper offices, if related to the war effort, will enjoy a No. 3 priority rating—above of non-preference service, but subject to interruption to put through emergency war calls.

"Telephone operators will make the connection on the assurance of the caller, but she may request the name, address and position of the person claiming priority right. A violation invites heavy penalty and loss of telephone service."

WPB Closing Order Forces Daily to Quit

An order by the War Production Board to close all the gold mines in Cripple Creek, Colo., for the duration, has forced the suspension of the local Cripple Creek Times-Record.

"We, the 3,000 people of the Cripple Creek Daily, want to do our part to demobilize the enemy," the newspaper's editor said.

"We, the 3,000 people of the Cripple Creek Daily, want to do our part to demobilize the enemy. We want to be able to make the^telephones work, so that we can give the people all the information they need."

JOURNALISTS' DAY

CARACAS, Venezuela, Oct. 19—"Journalists' Day" will be celebrated for the first time in the history of Venezuela on Oct. 24, it has been announced by President Manuel B. Ponce of the Venezuelan Journalists Association. President Isaac Medina Angarita, members of the cabinet and the diplomatic corps and other distinguished Venezuelans will attend a banquet in honor of the nation's journalists. On that day in 1808 the first Venezuelan newspaper La Gaceta de Caracas was started.
Representatives' Teams Creating New Business

Representatives' Teams Creating New Business

NATIONAL REPRESENTATIVES agree that the many disruptions in our wartime economy, American manufacturers as well as newspapers, have added many dollars in advertising. J. H. Sawyer, Jr., chairman of the New Business Committee of the National Newspaper Representatives Association, told NAA this week that, "What may come is that we will have to bear in mind that "Come what may they will continue to do," said Mr. Sawyer. "This means a tremendous potential and opportunity for newspaper advertising."

In outlining the program of two-man teams working to creating new business for newspapers, Mr. Sawyer interpreted the assurance that out of 29 national accounts in the Chicago area, spending an aggregate of $10,000,000 in 1942, 14%, or approximately $1,200,000, were spent through newspapers. The remaining $8,800,000 was placed through newspaper groups, leaving only $1,200,000 in black and white newspaper advertising.

Test Campaign

Taking up the specific results to date of the New Business Committee's effort in the Chicago area, Mr. Sawyer first told about the Pepsi-Root test campaign which involved a new copy technique in newspapers. "There are several reasons why the test campaign that is worth mentioning," he said. "The general plan as most of you undoubtedly know had to do with color comic advertising on the daily black and white comic strip.

"Initial contact was made by the Pepsi-Root team with this advertiser in late November of 1941. The campaign broke in Richmond and Duluth in black and one color and Syracuse and four colors on March 12, 1942, and consisted of 13 consecutive weeks of 800-line black and one color units on editorial food pages.

"As soon as it became obvious that Pepsi-Root was ready to go ahead with the test campaign, the two-man team made every effort to insure its success not only from the advertiser's standpoint but from the standpoint of participating newspapers.

Chipsa Campaign

"It appeared obvious that someone should work out a means of checking the results of this type of operation. Pepsi-Root couldn't do this because of their limited as a whole and the widely scattered test market. To get this done, the test campaign, the Pepsi-Root team worked out an inventory program to be conducted by the various newspaper executives on the Scripps-Howard continuing inventory plan in lieu of merchandising service. Pepsi-Root was particularly anxious that merchandising be limited to a minimum in order to get a true result of the ability of this type of advertising to produce. A normal inventory was taken two weeks prior to the beginning of each one of the newspapers. These inventories were then the in the four participating markets through the life of the campaign.

Mr. Sawyer also referred to the Chipsa campaign, which was handled by Procter & Gamble. "This campaign was obviously patterned after the Pepsi-Root technique with these important variations," he said. "Out of 20 schedules, seven employed the 35-line strip with an editorial page, in black and one color and the balance in in-transit ads and 35-line strips thus extending the period of the campaign and reducing the number from 800-line color units.

Although the Chipsa campaign has since been discontinued, Mr. Sawyer explained that Procter & Gamble has confirmed the fact that discontinuance should not be interpreted as a reflection on the technique or media.

"Taking up the work of the new business team assigned to the Swift account, he related how sugar rationing and WFB orders limiting delivery to the public had resulted in swift releasing the comic page technique for its ice cream. The Swift team then shifted its effort to the Jewel Shor Action. The account had previously indicated interest in the possibilities of 800-line color units on editorial food pages.

"To demonstrate the effectiveness of this technique as dramatically as possible, the Swift team requested the Atlanta Journal to reproduce a Swift Jewel billboard posting in black and one color units employing the 800-line unit," he continued. "Although it was a matter of the Swift team to present the meeting (with agency and client) is apparent, it is evident that what the client had to say at that meeting was worthwhile.

Efforts of Texas League

"In order that you may have the complete picture of what actually happened it is necessary to go back more than a year to review the work of the Texas Daily Press League had been doing in an effort to switch Jewel posting funds into newspapers. The Texas Daily Press League has for some time offered a silver platter plan, which consists of a guaranteed number of tie-ups each with such specified posting funds in connection with the 10,000-line national advertising schedule.

"Swift had been using postings exclusively in its advertising for this reason, but the Texas Daily Press League was able to find different ways to research finance to find ways of research finance to find out about their own, independent of others, and make it available for the use of all. "The work in which we are engaged is fundamentally no different from others," he explained. "Whatever service for which there is a basic need, not only to those who may buy it for their own immediate benefit but also to those who are subjected to its influence. Advertising, of whatever nature, is by no means one-sided. It must be beneficial to the ultimate consumer before it can be profitable to those who make use of it."

Campaigns and Accounts

THIE recruiting advertising campaign being conducted nationally by the Texas Daily Press League, was used to encourage the respective publishers and found that this could be handled in at least 18 or 20 of the largest cities in which the Company might select. These negotiations extended over a period of at least 50 years late in the Chipsa campaign materialized. Four 800-line black and white color units were running as much as the original copy reproduced by the Atlanta Journal. The Chipsa team purchased the same 800-line unit by Procter & Gamble, Inc.

(Continued on page 31)
Newspapers Effective With Small Ad Budgets

EFFICIENCY USE of newspapers in small advertising appropriation is a subject in a bulletin just published by the Harvard Bureau of Business Research.

The advertising programs of 98 different manufacturers marketing consumer products through selected retail distributors were studied by Professor James D. Scott, formerly of the Harvard Graduate School of Business Administration and now professor at Johns Hopkins University.

Basing his conclusions on this study, Prof. Scott says that whenever a company's advertising appropriation falls below a certain amount the use of newspapers is the best. If manufacturers' own signature is relatively ineffective.

Emphasis on Dealers

In such instances, he contends, the expenditures should be directed most directly into dealer cooperative advertising and the advertising program of a retailer.

The study made by Prof. Scott was to determine the factors which account for the widely varying types of advertising programs used to promote the sale of goods by manufacturers through a selected distribution. As pointed out by the author: "One manufacturer might spend 20% of his advertising appropriation on general advertising, 30% upon advertising over the retailer's name, and 50% upon dealer sales helps. In contrast, another manufacturer may divide his advertising appropriation into 75% for advertising over the retailer's name and 25% for dealer sales helps. Still another manufacturer may divide his advertising appropriation into 60% for advertising over the retailer's name and 40% for dealer sales helps."

As a result of his isolation of the various forms of advertising program, Prof. Scott suggests for manufacturers an analytical approach which may help them in building effective programs for the products which they sell through selected dealers.

Type 1: First, general advertising; second, advertising over the retailer's name, and some provision for dealer sales helps.

Type 2: First, advertising over the retailer's name; second, dealer sales helps, and little or no general advertising.

Type 3: First, general advertising; second, advertising over the retailer's name; may be either dealer sales helps, second, general advertising, and little or no advertising over the retailer's name.

Type 4: First, advertising to the trade; second, advertising over the retailer's name.

Type 5: First, dealer sales helps only.

Type 6: Dealer sales helps only.

Type 7: First, dealer sales helps; second, advertising over the retailer's name; and third general advertising over the retailer's name.

 NEEDS IN Different Types

Type 1 and Type 2 require relatively large expenditures if they are to be done effectively, according to Prof. Scott. In Type 1 the programs Type 2, Type 4, Type 5, and Type 6 may be used effectively when advertising programs are relatively small.

Standard Oil Using 1,800 Dalles, Weeklies

Automobiles will need better care under gasoline rationing, according to facts set forth in an extensive newspaper advertising campaign which has been launched by Standard Oil Company of Indiana. The campaign, which was recently announced to five out of 12 eastern railroads which break this week. C. R. McCann, public relations specialist of the company's New York office, said that "a small advertising appropriation does not prevent the effective use of the five remaining types of advertising programs. Type 2 involves the use of advertising over the retailer's name and dealer sales helps.

In a substantial portion of the cases an advertising appropriation of less than $200,000 tends to make Type 1 less effective than possible alternatives. Moreover, if the advertising appropriation is more than $200,000, the use of a Type 2 advertising program will prove to be more effective than Type 1, he added.

CALLAHAN NAMED

WASHINGTON, D.C., Oct. 19—Vincent F. Callahan, public relations specialist for the Red Cross bond and stamp drive, has been appointed to direct all national advertising activities on war savings campaign. Coming within the jurisdiction of his office will be advertising by means of posters, billboards, and radio, and the coordination, preparation and distribution of suggested newspaper copy for local commercial sponsorship.

Institutional Ads Coordinated By 12 Railroads

Newspapers Used Entirely

800 Dalles, Weeklies

On 3 Schedules Announced

Newspapers will be used entirely for a coordinated campaign of institutional advertising by 12 eastern railroads which broke this week. C. R. Dugan, public relations manager of the New York Central, initiated the plan to tell the railroads' wartime story in paid space without duplication and overlapping.

Complete details of the various railroads' advertising plans were to be announced by C. R. Dugan in his own name. In the event that any road should change its plan, the article says, it is preparing its own copy. The announcement is scheduled to date three roads. New York Central will use about 300, the Erie 100 and the Baltimore & Ohio 200. The other railroads participating are the Boston & Maine, Chesapeake & Ohio, Chicago & Alton, Delaware & Hudson, Lackawanna, Lehigh Valley, New York Central, & Western, Pennsylvania, and Reading.

Except in New York, the campaign is said to be on a 12-week basis. Frequency ranges from three times a week in New York down to every other week in the city.

New York Central's largest copy is 1,440 lines in New York and Chicago. Since it is to run down to 1,000 lines in cities over 100,000 population, New York excepted, 640 lines in 20,000-100,000 cities, and 200 lines in the others.

In New York, where eight newspapers are being used, six railroads are said to be scheduling a total of 48 ads. To avoid conflict, it is planned that the project will be covered by new advertisers in newspapers alphabetically. "A" road (B&O) used "A" paper (Herald Trib) and "B" paper (New York Times), "B" used "B" daily (Journal-American) Wednesday, and this will continue until the cycle is completed and each road has used one ad in each of the eight newspapers on the list.

Big S. R. Lines Increase

The coordinated campaign represents a substantial increase in line by all the railroads involved. In all towns lineage has been more than doubled. Several railroads said that the advertising in newspapers was an addition to schedules previously planned.

The idea grew out of the decision last May by the Association of American Railroads to discontinue so-called "service" advertising—luxury trains, etc.—because it was apparent that the carriers' main job was to move troops and transport materials. The coordination of the advertising was accomplished after extensive conferences with newspapers to tell the railroads' story.

Mr. Dugan evoked the plan on the basis of the increasing importance of coordinating the entire effort. He convinced the roads that a greater revenue would result from the use of space in newspapers, large size ads, than from copy of insufficient space placed irregularly.
Seys Prosecutors Share Crime Publicity Blame

Says Prosecutors Share Crime Publicity Blame

American Prison Ass'n Told Control D. A.
Has Over Case Puts Onus for "Roman Holiday"

On Him as Well as Press

ASHEVILLE, N. C., Oct. 25—Prosecutors shared the blame for overplay of crime news, Wendell Beger, Assistant Governor, told the American Prison Association at its annual convention here today.

"The Prosecutor and Crime Publicity," Beger laid down guides to be followed in and out of the courtroom, and, warning against "trying cases in the newspapers," he said: "Don't give out feelers or harrasse statements to reporters while your case is still being tried. Don't do it then or any other time, even though you feel sure that it will get your name up in the 36-point type. Maybe it will, maybe and some day you'll be able to run for governor on account of it. But it won't help the jury. It will just make the simple man's life may be at stake, and it won't make you a better governor after you've cashed in."

Sees Blame for Prosecutors

Analytical material on newspaper handling of crime news was included as the part the prosecutors play in creating unsavory conditions, the speaker stressed. Particularly if certain types of journalistic treatment of crime and criminals invite imitation, the matter must be handled with care. Any newspapers when nothing else will. If, for any reason, the public's sales resistance to crime news is high then when ordinary handling of crime will not do the trick, sensationalized handling is often resorted to—especially if it involves a female principal young enough to be designated by the headline writers as a blonde or a brunette. The fact of the matter is that until human nature changes we shall have crime, we shall have crime socially if it involves a female principal then where ordinary handling of crime and criminals invite imitation, the handling of such news: how to avoid pandering to a morbid interest, suggesting new misdeeds and new crimes. The old and the new methods to potential criminals, cast a shadow on the innocence of the "facts" contained therein and no one questioned the plausibility.

"Chrysler Division of General Motors" and "the world famous Chrysler Corporation" and "the world famous Chrysler Corporation" is the name of the corporation that published the news story, which was written by the Associated Press, a news wire service.

The speaker recalled the 1928 execution of William Hickman for kid-napping and murdering a 12-year-old girl. Outside the media's interest, other trials, his crime, newspapers carried serialized stories woven around the prisoner's sufferings. Despite the emphasis on this advertisement: "Follow William Edward Hickman to the gallows in tomorrow's New York and other newspapers."

False, nonessential, or sentimentality publicity before trial can prevent a trial from being conducted, by Philip Ludlow, who had hard to find, Berge said. That's a matter of press law and the Hauptmann trial as "nonessential", the papers of this prolonged build-up before the event is the key. The Hill-Mills case was mentioned as an example of over-emphasis, covered by 300 reporters—16 from the "Torch Murder" of 1928, Berge said, "police with the assistance of the newspapers, muddied up several reputations."

Newspapers are quick to recognize integrity, "even if all do not repect it" and they can pick out prosenec from "when the eye is on the score rather than on the ball, the speaker warned."

Berge urged that balance be sought in crime publicity, giving prominence to cases which might deter others from committing crime, never being so vocal in matters of a free press as entitled to know about. He upheld the right of the military commission to convene, thinking it thought it think to respect to publicity on the eight saboteurs cases recently tried, but agreed that this question when the media's interest should be given up or suppressed was considered "at least an arguable point."

Warning against playing favorites among reporters, Berge said a prosecutor would find that newspaper unless they get cash in one way or another, cannot live. To lose

GRiffin Loses Suit

Prime Minister Winston Churchill of Great Britain won Oct. 22 in London in a suit dismissing what $1,000,000 libel suit brought against him by William Griffin, publisher of the New York Enquirer, who is under indictment in Washington on charges of conspiracy to defame the morality of American forces. The judgment awarded to Mr. Churchill $130,855, representing the cost of defending the suit, which Griffin's or his attorneys failed to ask permission to prosecute. Griffin brought the suit in 1909.

Munsey's 30-Year Ban on Smoking Ends at N. Y. Sun

Kests, Speed Revokes Rule Modified After Death of Publisher in 1925

An edict against smoking in the editorial department, laid down by Samuel M. Munsey on the New York Press in 1912 and continued when he acquired the New York Sun, was revoked Oct. 14 by Keats Speed, managing editor of the Sun.

In the editorial department, with few exceptions, smoked its head off to make up for lost time, the no-smoking rule was relaxed in the Sun's advertising department and business office. The only places where smoking is on the job is prohibited are the mechanical departments, and the cashier's and publication offices, both of which deal with the public.

Monitor Alone Now Has Ban

As far as Editor & Publisher could find, the Christian Science Monitor is now the only newspaper editorial office in the country in which smoking is forbidden. The Monitor also has a rule against profanity. These rules are in effect not only in the Boston plant, but in New York and elsewhere.

Frank Munsey, who abhorred tobacco, smoke, enforced the rule in his New York Press in 1916, required the New York Press was revoked Oct. 14 by Keats Speed, managing editor of the Sun. As the editorial department, with few exceptions, rules are in effect not only in the Boston plant, but in New York and elsewhere.

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Munsey's era one copy reader, in 1914, was the only one; in 1926, in the men's room to circumvent the no-smoking rule.

Planted Story Ends

All-Girl Copy Desk

Chicago, Oct. 25—The "noble experiment" of an all-girl copy desk as a publicity stunt has failed, according to L. Ayers, Chicago Journal of Commerce, managing editor, has reached the "thinnest" stage of its reign supreme around the rim.

Bill to ban women copywriters in the men's room to circumvent the no-smoking rule.

Planting Story Ends

All-Girl Copy Desk

As the editorial department, with few exceptions, rules are in effect not only in the Boston plant, but in New York and elsewhere.

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Planted Story Ends

All-Girl Copy Desk

Chicago, Oct. 25—The "noble experiment" of an all-girl copy desk as a publicity stunt has failed, according to L. Ayers, Chicago Journal of Commerce, managing editor, has reached the "thinnest" stage of its reign supreme around the rim.

Bill to ban women copywriters in the men's room to circumvent the no-smoking rule.

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does it—in Philadelphia

• "Use one riveting machine expertly!" is an obvious suggestion for this fellow. And it may also be said that advertisers can do a better job in Philadelphia by first using one newspaper adequately.

• Fact Finders Institute recently checked the trend of 10c cigar sales among stores in neighborhoods where war workers live. One question asked of storekeepers was: "Which daily newspaper do you think best for cigar advertising?" 81% of these storekeepers recommended advertising in The Evening Bulletin.

• More and more advertisers are pursuing this policy: A thorough advertising job in The Bulletin alone is the first requisite to a thorough job in the important Philadelphia market.

In Philadelphia—nearly everybody reads The Bulletin
### Bright Ideas

**Birthday Cakes**
IT ALL started a few months ago when William R. Dyer, circulation manager of the Honolulu Star-Bulletin, received a letter from a mother of a soldier who is stationed in Hawaii. The mother on the mainland asked for a photo and a letter from her boy who received a birthday cake. Dyer arranged with a local bakery for the cake and then contacted the soldier's commanding officer who arranged for the surprise for his boy. Dyer took the cake and a photographer to the camp headquarters where the presentation was made and the picture was printed in the Star-Bulletin. Many officers and men have subscribed to the Star-Bulletin and a letter from their relatives on the mainland and it wasn't long before the requests started to come in. So far the newspaper has presented over 60 cakes to men in the armed forces there. Dyer reports that the Army and Navy believe this is a wonderful morale builder.

**Old Cut**
THE Columbus (Ohio) Tribune is each day publishing two pictures from its files, unidentified and unrecognizing as to who they are. It is hoped this will help identify the pictures for the librarian. If you know who they are, won't you please call the librarian and tell him?" the caption asks.

### Sending Smokes

**THE Erie (Pa.) Daily Times** "Keep 'em Smoking" fund this week is receiving the 3,500,000th cigarette to some Erie lad in the armed services. The fund, kept going by direct contributions from the Erie citizenry, has been sending bi-monthly shipments ever since the fund started in March. -—few boys stationed in camps and bases in the states and full cartons to all those overseas. There are a few cigarettes on the master list, every one of which get cigarettes at least twice a month. Seven hundred dollars have already been contributed. Charles W. Wells, city editor, is the fund manager and a staff man, Harold Sullivan, handles the daily stories.

**"This Is Your Fight"**
IN AN effort to clear some of the confusion surrounding the civilian's opportunities to contribute to the war effort at home, the Cas ton (O.) Re- porter is publishing a special series entitled "This Is Your Fight.—What You Can Do To Help Win It."

A prominent page 1 spot, the 12 daily articles stress that "this is a fight in which everyone is involved—a man, a woman and child—and in which everyone can and must take an active part.

"To date, we have not fought a very efficient fight. There has been too much confusion about who was to throw what . . . and where. There has been too much windmill swinging with little or nothing being done for the energy expended. Well-intentioned punches have been flying aimlessly about, landing nowhere in part, creating a very tiresome effect on the throwers."

The series opened with a discussion of the manpower situation. War workers were admonished to stay on their present work in non-essential industries were informed where to obtain training for war work and how services in obtaining a war job. Other articles in the series will inform readers how they can help speed victory by such acts as cooperating in government wartime measures, using their income wisely for necessary purchases, volunteering for Red Cross and OCD service.

Four articles will be devoted to the armed services. Each will list complete enlistment and commission opportunities in each of the branches of the armed service.

Every one of the articles reporting an opportunity to serve lists a local or regional authority reader may consult for further information.

### Church Loyalty Ad

**TWENTY-SIX local firms and individuals paid for a full page advertisement in the Texanias Gazette Oct. 3, inviting the public to attend observance of Church Loyalty Day Oct. 4. Their names were signed at the bottom of the page.**

### Short Takes

**THE FOLLOWING headline appeared in the Wakefield (Mass.) Daily Item:**

**TIN CAN COLLECTION AGAIN NEXT WEEK; CANS OUT ON TUESDAY**

**Women Arain Urged to Flatten Their Cans—List of Bins Monday**

**MIAMI (Fla.) HERALD sports writers may be a bit charmed of future assign¬ ments after Miami Beach news of prospectve soldier pulled Robin Hughes into a line of waiting in the Coast Guard station, for his hour, his protests overriden by a tough sergeant who told him, "You're in the Army now."**

**SHORT TAKES got its answer, when it recently repeated the Ogden (Utah) Standard-Examiner classified ad:**

"Owner of 1940 Ford would like to correspond with widow who owns two tires. Object, matrimony. Send picture of tires."

The answer to the Ogden paper from Salem, Oregon, Oct. 13, reads:

"Gentlemen: This ad was handed to me (a widow) for three years, by my Bill Coe > Cooper, who has entered the armed services. Addition of Miss Wood gives Managing Editor Bill Coe a completely feminine staff.

### Looking Ahead to Christmas!

**That's what NEA is doing with its Christmas Comic Strip**

**For Boys and Girls**

Issued as a part of the NEA Full Service Budget

**GIRL GETS BEAT**
Margaret Kerckling, an Indiana in¬ versity journalism school grad, with only three-month's training with the City News Bureau of Chicago, scored a beat on the arrest of Mrs. Karal, an armed robber, who is sentenced to 60 years. She has been addicted to a series of holdups, both by the Bureau, arrived at 1:30 a.m. on October 3, inviting the public to attend observance of Church Loyalty Day Oct. 4. Their names were signed at the bottom of the page.

### All Feminine Staff

Mark Jewel Woods of the Swans (Fla.) Herald—Bee- is the first woman sports editor of a Florida daily. She is in charge of a staff of the Red Wing (Minn.) Daily Republican Eagle. She succeeds D. A. Cooper, who has entered the armed services. Addition of Miss Woods gives Managing Editor Bill Coe a completely feminine staff.
OUTSTANDING ADVERTISING SUCCESSES OF 1941

Reported in the 1942 "Blue Book" by the Bureau of Advertising — A. N. P. A.

LOOSE-WILES put it in The New York Sun

A major portion of the Sunshine Krispy Cracker campaign—prepared by the Newell-Emmett Company—appeared in newspapers during 1941. In the New York market The Sun was one of the papers relied upon for increased sales.

THE RESULT—Newspaper advertising was given a large share of the credit for materially increased sales of Krispy Crackers during 1941. Particularly interesting was the high degree of readership newspaper advertising achieved, as judged by consumer studies.

Advertising in The Sun is as near result proof as possible. The intensity with which The Sun is read makes it so. Recent impartial surveys show that it is one of the best read metropolitan dailies in America in advertising as well as news.

For 16 years New York department store advertisers—who are able to check carefully daily customer response—have concentrated more linage in The Sun than in any other weekday newspaper. This enthusiasm for The Sun is shared by national advertisers who insist on consistent and maximum sales returns from advertising.

80% of the National Advertisers whose campaigns ran in New York and were reported as outstanding successes in the 1942 "Blue Book" put it in The Sun

NEW YORK

REPRESENTED IN CHICAGO, SAN FRANCISCO AND LOS ANGELES BY WILLIAMS, LAWRENCE & CRESMER COMPANY
Shoddy Promotion Is Worse Than None At All

By T. S. IRVIN

THIS WEEK's mail brings us two exhibits—both from the South—of the same sort. Perhaps we ought to apologize for repeating this sermon, but, actually, we do it only in annual cycles. If the customers would take it in the spirit in which it is delivered we would preach to this text almost every week.

There is simply this if a job is worth doing, it is worth doing well. A poorly planned, hastily assembled, cheaply executed promotion piece can be worse than none at all.

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A poorly planned, hastily assembled, cheaply executed promotion piece can be worse than none at all.
It takes a mighty election service to count all of America's votes ... for sheriff, governor, senator ... in 48 states, 3,070 counties, 130,000 voting districts.

The Associated Press provides that service with an army of election workers ... 65,000 special correspondents, tabulators, telegraphers, writers, editors, analysts. It's the biggest mass cooperative job of its kind in the world and AP election returns are 99.8 per cent accurate.

That is why America looks to the AP for its election news—from AP headquarters in New York to AP member newspapers across the continent.

For election news, war news, all the news, watch Associated Press dispatches.
By JACK PRICE

FEMININE news photographers are not a novelty but for some unaccountable reason they have not remained long in the profession. Some years ago, Hank Olen, who had several on the photo staff but they did not last long. Several other papers in the city dropped the experiment but results were not encouraging.

Now that war is depleting staffs it will be necessary to replace men with women who can stand the gaff. Any newspapers began to experiment by employing young ladies as camera operators in western blocks, and according to advices just received, they are holding on. Women in industry are now an accepted necessity and judging from the present indications will be found in greater numbers in the picture making profession.

N.Y. Daily News Training Girl Photographer

By Jack Price

Samantha Schulman, INP photographer, instructing Evelyn Straus, new lens-gal, in the correct manner of holding a Speed Graphic.

Hank Olen, veteran New York Daily News photographer, took four weeks of training for Evelyn, new lens-gal, in the correct manner of holding a Speed Graphic.

N.Y. Daily News Training Girl Photographer

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Samantha Schulman, INP photographer, instructing Evelyn Straus, new lens-gal, in the correct manner of holding a Speed Graphic. Hank Olen, veteran New York Daily News photographer, taking four weeks of training for Evelyn, new lens-gal, in the correct manner of holding a Speed Graphic.

Schulman Off Again

SAM SCHULMAN, INP photographer, is off again on another war assignment, and for the same reason that he was not called when war broke out. He was required, someone shouted, "Gee, that guy gets all the breaks."

"What do you mean, "breaks"?" Sam asked.

The hecker answered by claiming that covering a war story was all work.

We asked if there was any truth to the hecker's remarks. He told us it was rarely true but never been that way. He said, "I work like the devil all day and when night comes and every one of us is getting a little shut-eye I am up and about. I am going to get some sleep but I can't be doing anything. Just to start the move again. It is hard work but I love it. There are times when there isn't anything to do so I make up for the lost sleep."

Sam said, "I keep them busy all right."

Miss Straus attended the Nassau College Center of Long Island before she began her career as a news photographer. She is called by her colleagues the "Newspaper with a Perfect Darkroom." Miss Straus has a complete darkroom in her studio and the work is done under optimal conditions, totaling half the white space. Featured was an eight-column feature, "The Coming Battle of the Cities," emphasizing the importance of the battle for New York. The feature was authored by Alexander Hamilton, who is recognized as one of the most important news photographers in the world.

Chicaco Photo Show

The Chicago Press Photographers Association will host a photo show, "Best Shots," to be held at the same time as the Chicago Daily News exhibition, "Best Shots," in the Roosevelt Room of the Daily News. The exhibit will feature photographs taken by Chicago photographers, including pictures of war scenes and portraits of famous people.

Staff Joins Up

ARMY and Navy have taken the entire photography staff of the Salt Lake Telegram. Ross Weller left last week to join the Navy, and on the same day Jack Girrard was inducted into the Army under selective service.

Georges Reynolds, third photographer, is scheduled to report for Army induction in two weeks.

COOPER WRITES SONG

Kent Cooper, general manager of the Associated Press, was awarded the Pulitzer Prize for his song, "America Needs You," which was dedicated to the news photographers during the war. The song, with words inspired by the war and the musical tradition of America, was introduced on the "America Needs You" show, a large animal, spitting at a tree, which was due to go, someone shouted, "Gee, that guy gets all the breaks.

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King Has a New Method
For Syndicating Books

By S. J. MONCHAK

A NEW METHOD of syndicating popular books will be launched next month by the Features Syndicate of Chicago, according to V. Connolly, president of King, announced this week.

Instead of sending out reprints of the book itself, King will syndicate an illustrated action strip, based on the Book of the Month Club selection, each strip to run during the week immediately following its current.

The arrangement, Mr. Connolly said, is a striking innovation in the syndicate and book-publishing fields, making it possible for newspapers to carry the Book of the Month as a pictorial feature when it is at the height of its popularity.

Segher's Novel First

The country's leading Sunday newspapers will be able to cover the best books in six-panel format. The text will be based on the book itself. Thus, newspaper readers will get a dramatic word and picture story of the current book of the month, as well as a new easy-to-read form that combines the qualities of the older form of book series with those of the modern adventure strip.

First book to be presented in the new series will be itself. Thus newspaper readers will get a dramatic word and picture story of the current book of the month, as well as a new easy-to-read form that combines the qualities of the older form of book series with those of the modern adventure strip.

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WHAT IS AN "ASSOCIATE"?

Webster says that an Associate is an "associate, an ally, a confederate, an accomplice, an equal". Here at Jack & Heintz, we call each other "Associates". This means that every person, from the great variety of bosses, mechanics, the comptroller, the bookkeeper, the telephone operators and Bill Jack and his family, who read the word "Associate" in the calendar notice below and who understand that we interpret the word literally and exactly as Webster defined it in his famous dictionary.

Note: Names of Students

The names are at the Service School in pairs. They are arranged in the picture so that the men from the same base are together—the first name being the man seated and the second name the man standing behind him, from left to right as follows: Paul A. Myers and George M. Krutke of Rome, N.Y.; H. M. Berntsen and Benjamin Thomas of Ogden, Utah; Ed Mc Govern and Chas. F. Faside of Rockford, Ill.; Jack M. Drake and John H. Peden of Mobile, Ala.; Andrew E. Lathrow and James Stockman of Middlefield, Pa.

Benjamin F. Albright and Robert C. Duncan of Oklahoma City, Okla.; Clifford W. Morrow and T. H. Freeman of Macon, Georgia; F. B. Eaton and C. C. Boomer of San Antonio, Texas; and A. Buckey and G. O. Fouluration of Sacramento, Cal.

Bottom picture, left to right, are: Karl Dittman, Manager, Electrical Service; Boyd Harwood, Instrctor, Service School; John Semingly, Service Representative; Larry Anderson, Service Representative; and Jack Peace, Manager, Gyro Service.

JACK & HEINTZ INAUGURATES SERVICE SCHOOL

In response to an urgent request of August 15, 1942 from the War Department to instruct Air Force Depot personnel in the overhaul and maintenance of our Automatic Pilot, the Jack & Heintz Service School has been established. On August 31, nineteen men representing nineteen different Electric Air Force Depot personnel reported to the school in the Hanna Annex for a four-week course of training. Further four-week classes will be conducted following completion of the first course.

JAHCO WOMEN'S CLUB

Sends 825 Gift Boxes to "Our Boys" SMITH M. TABB, Secretary

The regular meetings of the Jaho Women's Club are held every first and third Tuesday of the month, at the Jaho Recreational Center at 1:30 P.M. Tickets for the dance to be held at the Carter Hotel, Rainbow Room are still on sale. Let's have a large turnout as all proceeds go to our treasury to help our associates. Packing of boxes for the boys in service. This month we are sending 1 lb. of tobacco, meerschaum pipe, pipe, memory book, candy, greeting card and Jaho News. The total number of boxes sent out for this month was 825. A few months ago the Jaho Women's Club decided to send gift boxes to Associates who had left on overseas duty. A few dozen were sent. They met with such a warm reception, that the ladies decided to expand the list. Hundreds of names have been added, until now we have just about reached the limit. From now on only those names of our own Associations leaving for the Service will be accepted.

Dear Ladies:
Mere words cannot express my appreciation for your kind and (I must add) badly needed present. Please accept my humble "Thank You". It doesn't take much to make a Marine's day a little more pleasant. Just a little item such as the package I received is enough to make me realize in a way how much such organizations as yours are doing for us boys.

God bless you in your endeavor. Keep 'Em Flying!

GODDEY M. TABB, Secretary

JACK & HEINTZ, INC.

CLEVELAND, OHIO

SOUNDING THEROISTRATION (TICKET, RX)
PAPER TROUBLE AHEAD?

The long period of stable newsprint prices may be nearing its end. That is a situation which American newspaper publishers must face with open eyes and fair minds. Speakers for the newspaper interests in Canada have begun a campaign which will be intended to persuade the minds of our U.S. customers for a higher price, urging joint action of the Washington and Ottawa governments to that end. The argument is that no advance in paper price levels has been made since 1937, a period in which the prices of other commodities, as well as wages, have risen markedly.

The Canadian industry has to sell paper in Canada at a price fixed by the Wartime Prices and Trade Board, which a year ago froze the domestic price at current levels. Export prices were not affected by that ruling, but last spring the Office of Price Administration from the prices of American-made newsprint and also ruled that no American publisher could pay more than he minds both the possibility of a higher unit price and a lessened supply.

UNCLE SAM, PUBLISHER

REPORTS that a plan has been submitted to

President Roosevelt for publication of an official daily newspaper by the government indicate that the press-smearings in Washington are getting set for another blow at the reputation of the nation's newspapers and affairs. It is squarely on the proposal that news of the government's business is not presented by the regular press in the way it should be. The theory behind the proposal is that news of the government's business is not presented by the regular press in the way it should be. The theory behind the proposal is that news of the government's business is not presented by the regular press in the way it should be. The theory behind the proposal is that news of the government's business is not presented by the regular press in the way it should be. The theory behind the proposal is that news of the government's business is not presented by the regular press in the way it should be.

If that is true, and we do not for one minute claim credit for theses achievements. He would have had the palms to his able and devoted colleagues in the ownership and conduct of the paper, but his calm and sagacious leadership was invaluable. He set a brilliant standard for his successors, with every confidence that his challenge would be fully accepted.

Most of the listed occupations are technical and apply to employees of radio, telegraph and telephone companies. All of the mechanical department functions are Zus for these occupations, and the official government newspaper will not share that necessary but distasteful task with the daily press.

The proposal ought not to get past its present stage, in our opinion. If it does, it will make new and needless inroads upon already straitened supplies of man-power, raw materials and machinery. It will contribute nothing important toward the winning of the war. It will correct none of the evils that critics attribute to the press, and from what has been seen to date of its plans, it may add some new crimes of its own.

GEORGE B. LONGAN

THE UNTIMELY PASSING of George B. Longan, president of the Kansas City Star, will be regretted by many newspapermen who do not discharge an employee. He will make new and needless inroads upon already straitened supplies of man-power, raw materials and machinery. It will contribute nothing important toward the winning of the war. It will correct none of the evils that critics attribute to the press, and from what has been seen to date of its plans, it may add some new crimes of its own.

KILLED IN ACTION

THE ACCIDENTAL DEATH of Byron Dunton, New York Times correspondent in New Guinea, brings to eight the number of American correspondents who have lost their lives since the attack on Pearl Harbor, and to 10 the total list of killed at the front since 1939. It goes without saying that all of them were top-notch newspapermen, since none but the best got the coveted assignment as war correspondents. Barney Dunton was among the best of the best.

Even though military commanders take every possible precaution to protect correspondents from the enemy, it has been impossible to prevent casualties. Even though military commanders take every possible precaution to protect correspondents from the enemy, it has been impossible to prevent casualties. Even though military commanders take every possible precaution to protect correspondents from the enemy, it has been impossible to prevent casualties. Even though military commanders take every possible precaution to protect correspondents from the enemy, it has been impossible to prevent casualties. Even though military commanders take every possible precaution to protect correspondents from the enemy, it has been impossible to prevent casualties.

Mercy unto you, and peace, and love, be multiplied.—Jude 12.
In the Editorial Rooms

H. PAUL DRAHEIM, news bureau manager of the Utica (N. Y.) Daily Press and Observer-Diapatch, has accepted the news editorship of the Herkimer (N. Y.) Evening Telegram. He was identified with the Utica newspapers since Jan. 6, 1904.

Robert M. Mansion, reporter-photographer at the Ilion Bureau of the Herkimer (N. Y.) Telephone, has resigned to take over similar work with the North Adams (Mass.) Transcript.

Hugh Byas, formerly the New York Times correspondent in Japan, has delivered a new book on Japan to the parents of a son born Oct. 14. Mr. Byas is on the art department staff of the Portland (Ore.) Oregonian.

L. M. Wiggins, publisher, Harts- ville (S. C.) Messenger and president of the South Carolina Press Ass'n, has been elected first vice-president of the American Bankers Association.

Mrs. Nancy Humble Wellington has been made assistant to the society editor of the Charlotte (N. C.) News.

Mrs. Zina Potter Nampa, Idaho correspondent for the Boise Idaho Daily Statesman, has joined the Salt Lake Tribune staff as reporter.

Jane Arnold has joined the rewrite desk of the Salt Lake Telegram.

B. DWIGHT RAY, advertising manager of the Indiana (Pa.) Evening Gazette, is a patient in the Indiana Hospital undergoing treatment for injuries he sustained when the automobile he was driving crashed into a utility pole in Pittsburgh on Oct. 15.

Corbin Wyant of the Alton (Ill.) Telegram, has joined the staff of the office of the Georgia Department of War Information.

Mr. and Mrs. Ernest Richardson are the parents of a son born Oct. 14. Mr. Richardson is on the art department staff of the Portland (Ore.) Oregonian.

The undere scoring is Mr. Patterson's.

In The Business Office

NEW YORK CITY

FOLKS WORTH KNOWING

FRED VANDERSCHMIDT, who was appointed an associated Press war editor last summer when William S. White enlisted in the Army, joined the AP at Kansas City Jan. 6, 1929, after working on the Leavenworth (Kan.) Daily News and the Wichita (Kan.) Beacon.

Mr. Vanderschmidt left his post as AP night desk editor to take over Fred Vanderschmidt White's important job of writing the nightly undated international roundups, widely used throughout the country.

Kansas-berg Vanderschmidt, 36, was abroad for three years, starting in September, 1937, and worked in virtually every country in Western Europe. He served for a time as chief of AP's bureau in Amsterdam and was with Neville Chamberlain on those fateful trips to Munich and Godesberg. He covered many other important stories before returning to New York in December, 1939. Before being transferred to the AP's New York headquarters, he worked in the Wichita and Oklahoma City bureaus. He is married, the father of three sons and makes his home in Great Neck, N. Y.

Roslyn Bradshaw and Frank Wells, formerly of the quartermaster office, are public relations division of the Fourth Service Command, in Atlanta, have joined the editorial staff of the Atlanta Journal.

Mrs. Louise Willkins, former Spartanburg (S. C.) Herald-Journal young people's page editor and Spartanburg Journal church editor, has been named society editor of the Herald-Journal. She succeeds Mrs. Mary Philo, who resigned after more than 20 years on the Herald-Journal society desk to enter public relations work for Sturtzer and Spartan Mills and the Beaumont Manufacturing Company.

In a recent letter relating to Raymond Clapper's column, Grove Patterson, editor of The Toledo Blade, took occasion to remark:

"May I add that in my judgment, Ray Clapper is absolutely tops of all Washington commentators."

The underscoring is Mr. Patterson's.

Other prominent editors also pay Clapper high tribute.

Lee M. Woodruff, editor of The Grand Rapids Press, points to the columnist's "independence and general good judgment."

John Paschall, editor of The Atlanta Journal, pronounces Clapper "deservedly popular."

The lengthening of Clapper's subscription list shows these estimates are typical. His column appears in 20 per cent more newspapers today than it did at the start of the year.

Would you like us to send you current releases, and terms?

Chicag 0 Tribune
Pittsburgh Sun-Telegraph
New York Post
Salt Lake City Tribune
Dayton Journal Herald
Baltimore Sun
New Orleans Item
Worcester Telegram-Gazette
Portland Oregonian
Hospitable Novelist
Richmond Times-Dispatch
Washington (D. C.) Herald
Lexington (Ky.) Leader
Edmonton, Alberta Journal

For further particulars—WIRE
Clayton Nelson, a graduate of Emory University, has joined the Atlanta Journal. 

Kenneth P. Williams, associate editor of the Tribune Newspapers, Managing Editor of the Atlanta Constitution, has been elected secretary-manager of the Mecklenburg school district. He has been associated with the Tribune Newspapers for the past 17 years.

James Little, formerly of the Jack- son (Miss.) Journal, and now of the Atlanta Bureau of the Associated Press, has joined the editorial staff of the Atlanta Constitution. 

Phil Hamilton, reporter and desk man on San Francisco newspapers and former city editor of the Woodland (Cal.) Daily Times, is city editor of the Willows (Cal.) Daily Journal.

Mason Craig Dobson, former Beloit, Wis., staff writer of the Atlanta Constitution, has been transferred to the AP day puncher in the Portland, Me., office, for the past 18 months, has resigned to join the editorial staff of the Albuquerque (N. M.) Tribune, succeeding A. P. Cook.

Allen O. Skaug, former sports editor of the Tallahassee (Fla.) Daily Democrat, has been named an instructor at the University of Florida.

Russell King has been named state correspondent for the Times-Dispatch, succeeding A. P. Cooke.

Mrs. Miriam Smith, formerly of the Raleigh (N. C.) Times, has been named society editor of the Tarboro-News. 

Mrs. Theron Taylor has joined the staff of the Greensboro News. 

Richard H. Cooper, sports editor of the Tallahassee (Fla.) Daily News, has been assigned to the Sports Department of the Raleigh (N. C.) News and Observer. 

Duane LeFleche, formerly of the Syracuse (N. Y.) Journal and Herald-Journal, has joined the staff of the Albany (N. Y.) Knickerbocker. 

Eugene H. Kone has been named night desk editor, has entered the Army several weeks ago, has been appointed chief of bureau at Salt Lake City, in charge of the entire state of Utah and Idaho, succeeding W. E. Lowell, Lowell, formerly of Denver, has been head of the Salt Lake Bureau for more than four years.

Palmer Chase, who has been employed on the Baltimore papers and on the Suffolk (Va.) Herald, has accepted a position as city editor of the Staunton (Va.) News Leader. 

C. E. R. Cooper, sports editor of the News Leader, has accepted a position as city editor of the Ludlow High School.

J. Earl Chevalier, sports writer of the Richmond (Va.) Dispatch, has been appointed city editor of the Staunton (Va.) News Leader. 

Chas. L. Hurst of Parkersburg, W. Va., has been promoted to a captaincy and is stationed at Fort Meade.

Fred Edward Richardson, Jr., 2nd son of the Charleston (W. Va.) Evening Mail organization to join the nation's military forces, has enlisted in the Navy. 

C. E. R. Cooper, sports editor of the Oakland (Cal.) Tribune, has joined the Navy as a lieutenant.

C. E. R. Cooper, formerly of the circulation department of the Times, has joined the circulation department of the New York Times, and now with the Marines at Parris Island, S. C., has been promoted to the rank of Captain. 

Richard H. Cooper, sports editor of the Charleston (W. Va.) Evening Mail, has been appointed city editor of the Oakland (Cal.) Tribune-Sun, has been promoted to the rank of Captain, will move to the Oakland (Cal.) Tribune-Sun.

E. D. McClusky, for the past five years city editor of the Birmingham (Ala.) News, has been appointed city editor of the McNeese, Ga., as a volunteer army officer candidate.

DeVerton Carpenter, former police reporter for the Richmond (Va.) News Leader, is now a second lieutenant in the Signal Corps.

The sports editor of the Te¬ ledo Times, was commissioned a lieutenant, junior grade, in the Naval Forces, has been assigned to the naval aviation base at Quantico, Va. 

Edward S. Bill, for the past four years an advertising salesman with the Schenectady (N. Y.) Union, has been assigned as a naval aviation cader and telephone operator at the Naval Training Station, Ill. 

Edward J. Mullen, reporter, Springfield (Mass.) Union, has been inducted into the Army, and is stationed at Sea Girt, N. J. 

Francis M. Merrigan, former reporter and member of the wire staff, has been assigned to the Signal Corps of the Cadet Candidate School at Fort Mont¬ mouth, N. J.

Philip T. Griffin, former machinist, Springfield (Mass.) Union, has been assigned to the Signal Corps of Norway.
Your sales could climb like this, too!

The Federal Reserve income trend chart for New England speaks for itself.

The previous sixteen "New England War Communiques" have told you where the money comes from.

Your only question must be, "Where is it all going?"

But we'd like to make that more personal.

"How much of it are you getting?"

If you manufacture a worthwhile product for this war economy... be it article of food or clothing, drug or cosmetic, or what-have-you... you are entitled to a legitimate share of this mushrooming market.

In fact, shouldn't your sales climb somewhere in relation to New England's climbing income trend?

Any New England newspaper "rep" can help you answer that question... show you how to do something about it. For New England newspapers are at their "peak" today, too... for coverage, reader interest, and service!
Illinois Dailies' 

Profitability Climbs 

Rose 7% in 2 Years

Survey of State Shows 
Papers Getting by 

With Smaller Stofis

By L. W. MCCLURE

As reporters, printers and salesmen are walking out of newspaper jobs to join the armed services, dailies of Illinois are getting along with fewer employees to check the rising overhead which they are forced to carry as a result of lost revenue from advertising.

They are surveying their operating expenses carefully to trim out all possible waste and are directing their promotional effort to immediate profit undertakings rather than to good will projects.

Effect of War

These facts came out in a survey of newspapers of the state conducted this summer by the writer for the Chicago Bureau of the School of Journalism to determine present trends in business and advertising management and the effect on newspapers. Comprehensive questionnaires were mailed to all Illinois publishers. All dailies and many weeklies. Replies were received from 28 dailies; and 66 weeklies and semi-weeklies. The survey covered the two-year period ending July 1, 1942.

During that period, the dailies have expended an average 10% increase in expenses. And aggravating their problem, advertising revenue has dropped from 56.9% to 53.8% of total revenue; direct expense, 47%; national display, 20.9%; legal, 10.7%. Partially offsetting this, revenue from classified advertising is up 8.1% and from subscriptions, 10.8%.

The publishers suggested 30 economy steps in answer to the question: "What have you done to hold down expenses?" The most popular economy step was: "As reporters, printers and salesmen are going out of newspapers, we are employing fewer printers. "As wages into service," said another. Ten publishers said they were employing fewer printers because "as wages to irresponsible men," declared J. T. Sloan, editor, St. Louis Post-Dispatch.

Burton Rascoe, well known author and eminent literary and drama critic, whose name goes far beyond the New York World-Telegram, succeeding John Mason Brown, who has been associated with the paper for over forty years, is now on active duty. Mr. Brown left the New York Post in 1919 to become world editor of the World-Telegram. Mr. Rascoe's first review appeared in the Saturday Review of Literature.

A veteran newspaper man who went on to renown in the literary field, Mr. Rascoe began newspapering in 1899, after he had been in the Navy and now is on active duty, Mr. Brown left the New York Post in 1919 to become world editor of the World-Telegram. Mr. Rascoe's first review appeared in the Saturday Review of Literature.

Mr. Rascoe is circulation manager of the Newspaper Enterprise Association. He is a syndicate columnist, has written "The Municipal Reporter," and "Daybook of a New Yorker," which he also wrote a syndicated column, "The Municipal Reporter," and "Daybook of a New Yorker," which he wrote for job printing.

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Sees Prospects Of Circulation Leveling Off
Fred Rouse Says Growing Restrictions May Curtail Wartime Gains
by GEORGE A. BRANDENBURG
Circulation managers find themselves in a somewhat paradoxical situation as far as policies for the future are concerned. While during the war is concerned, according to Fred O. Rouse, Port Huron (Mich.) Star Tribune, certain policies are limited to the immediate causes of the problem. As a result, many publishers who have been fortunate enough to be able to get in the habit of increasing their circulation, will at the present time, temporarily will soon have to determine whether or not it is profitable to go on with the same program if the war continues. Rouse stated in part: "Up to now we have all felt the effects of the rising cost of raw materials on our advertising rates, and the distributing end of the output is being held in the line of production. In some instances the price of the paper is being held constant while the cost of manufacturing the publication has increased. This is undoubtedly true in many cases and it is the only way to continue the production of newspapers. But on the other hand there are a number of things which undoubtedly will have their effect on circulation totals. One is the change in the old time-averaging of business. The 100% circulation figure will be a thing of the past and will be replaced by a new delivery which will present many problems."

As Individual Problem
He believes the question of taking steps to increase circulation is one for each circulation manager to solve in the light of his own circumstances. Rouse stated in part: "To us today we have seen the effect of the war as the stimulant bringing into the fold the hard-to-sell prospects, plus the increased number of dailies already available. In the past, more and more circulation has been obtained by advertising rates on a fluctuating basis. In the last year, according to the Newspaper Association of Canada, the number of factors - such as increasing population drawn from other communities, more people using their automobiles for joy-riding, thus staying home and wanting your newspaper more. But on the other hand there are a number of things which undoubtedly will have their effect on circulation totals. One is the change in the old time-averaging of business. The 100% circulation figure will be a thing of the past and will be replaced by a new delivery which will present many problems."

Need Profitable Circulation
The serious rayon competition for wood pulp, the WPB allocation program, chlorine cutbacks affecting the paper industry, transportation shortages and the diversion of electrical power for shipping to the Goon mills to aluminum production, all will have their effect on circulation. "If the price of newsprint comes, I believe there will be an effort made to discourage the acquiring of new subscribers at the discontinuing of high cost circulation. Another factor which will have its effect in leveling of circulation figures will be the increase in the price of raw materials. Many publishers are going to let people know, and more to their circulation departments, that newsprint revenue decreases will mean increased costs and continued reduced sales figures will be prices increases. Publishers are going to let people know, and in these circulation department figures will be some increase or decrease in the amount of revenue, as advertising revenue decreases, and the subscribers will certainly have to pay more of the cost of the newspapers, labor and other supplies. Circulation totals therefore are a direct bearing on advertising rates and, if advertising rates cannot be increased, a top-heavy situation results, with the advertiser getting a circulation bonus over and above what he pays for. By increasing your circulation price, more revenue is brought in to keep the bonus circulation, plus advertising losses." 72 Contest Winners SEVENTY-TWO winners in the New Orleans Item carrier contest were recently announced. Winner of first prize ($50) for city carriers was Frank Savine who built his route up from 129 subscriptions to 185 and got many sales. Second place was awarded to J. C. McNabb who besides selling on his route. A seventh grade student, who sold after school hours in the drive and also found time to collect scrap for the newspaper-school association.

Canadian Newsprint Shipments Lower
Canadian newspaper shipments in September amounted to 292,405 tons and were 12,052 tons or 4.1% lower than August. Shipments to Canada and the United States increased 1.5% and 9.2% respectively, while shipments to other countries fell 70.9%. Shipments represented 82.1% of capacity compared with 69.9% in September of last year, according to the Newsprint Association of Canada. September production amounted to 277,618 tons and was 40,578 tons or 13.6% below September, 1941. Production represented 72.4% of capacity as against 68.4% in August and 84.9% a year ago. Shipments exceeded production by 34,787 tons and there was a corresponding reduction in stocks held by Canadian manufacturers.

The number of newsprint mills increased 4.1% over September of last year, while production declined 0.9%. Shipments exceeded production by 5,598 tons and stocks held by United States mills decreased by that amount.

Newfoundland shipments increased 26.8%, while production declined 29.0% from the levels reported in September a year ago. Shipments to the United States increased 0.3% and 84.1% respectively. Shipments exceeded production by 34,787 tons and there was a corresponding reduction in stocks held by Canadian manufacturers.

Federal Reserve Board Report
The Federal Reserve Board reported that the Reserve banks held $5,456,191,713,000 in member bank deposits as of Oct. 9 in 91 Federal Reserve Districts.

Call on Us
Any Time We Can Be of Assistance to You
- Certified field men have been conserving transportation facilities and concentrating on calls in which they can offer specific aid in mat problems. Do not hesitate to call on us for such assistance at any time and be certain of prompt service.
- Call Certified field men...
George B. Longan Dies; K. C. Star President

Succumbed to Heart Attack at 63 . . . Started Newspaper Career at 18 . . .

Spent All But Two Years on Star

GEORGE BAKER LONGAN, president and general manager of the Kansas City Star and a director of the Associated Press, died in Kansas City after a heart attack. He was 63 years old.

With the exception of two years, his newspaper career, begun at 18, had been spent on the Star. For 14 of the 16 years in which the newspaper had been owned by its staff he had occupied the position he held at his death.

Selected by William Rockhill Nelson, founder of the Star, as city editor when he was only 28, Mr. Longan made a name for himself in the years from 1908 to 1928 during which he directed the operation of the Star's city desk. His "school of journalism" flourished in the era of newspapermen who criss-crossed the nation in search of jobs.

A Passport to Work

A brief stay at the Star, under George Longan, was a passport to work in almost any city desk in the country. The story is told of a young man applying to a Detroit editor. He had worked in Kansas City, he said.

"On the Star?"

"Yes.

"For George Longan?"

"Yes, but not for long—he fired me after two weeks."

"That's long enough. Hang up your coat."

Mr. Nelson's "kid city editor" hired and fired freely, but there never was a reporter who turned in a good paragraph received as much praise as the man who had written the top story of the day.

Was Telegraph Editor

Mr. Longan was born in Holden, Mo. His parents were educators. When he was 2 years old they moved to Kansas City where his father was to become assistant superintendent of education. This year of education, George Longan passed up a chance to go to college and worked instead in the Star's city desk. Entering the house through a side door he obtained a detailed story, something substantial for the Star.

He had a great interest in young reporters, helping them to learn the business. The short, direct, pointed stories which helped make the Star famous were his chief delights. A reporter who turned in a good paragraph received as much praise as the man who had written the top story of the day.

Told reporter when he returned to the Star, shortly before Mr. Nelson took over the Times, making the move the mayor considered "the biggest thing in the country.

In the years that followed, Mr. Longan served as news editor, publisher, general manager of the Star, and was elected to the presidency in 1928 when A. F. Speeed stepped up to the telephone, put a call through to a member of one of the families.

"Is it going out?" he asked. Just that. Entering the house through a side door he obtained a detailed story, something substantial for the Star.

When he was only 28, Mr. Longan served as a reporter on the Star. His "school of journalism" flourished in the era of newspapermen who criss-crossed the nation in search of jobs.

Grand Jury Probe

Sought Guilty of Theft in Copy

Jersey Journal Makes Charges When Vice Case Story Appears in Court

The Jersey City (N. J.) Jersey Journal is seeking a grand jury investigation to determine the identity of "John Doe," who stole from its files and published without permission, a story dealing with Bayonne vice cases, and his reasons for the theft.

The case is probably the first of its kind in newspaper annals.

The stolen copy mysteriously appeared as evidence submitted by counsel for Mayor J. James Donovan of Bayonne at a certiorari hearing Oct. 15. The mayor is seeking a review of an indictment found against him and others. The evidence consisted of seven sheets of copy comprising an article attacking Donovan in connection with the vice cases.

Walker Dear Protests

Jersey Journal, Oct. 17, 1928

Mr. Walker Dear, editor of the Jersey Journal, has sent a letter to Prosecutor Daniel T. O'Regan charging that his copy has been stolen from the Jersey Journal office. Meanwhile, Fred Gainway, managing editor, made the same charge in a "John Doe" complaint made before Common Pleas Judge Thomas Brown Oct. 19. Prosecutor O'Regan said he would institute a grand jury investigation over the alleged theft.

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Lahey Returns

Edwin A. Lahey, who discontinued his Washington column, said he would do special labor relations work for the U.S. Navy, has completed his government assignment and has returned to the Chicago Daily News staff as a Washington columnist. Mr. Lahey, formerly of the Chicago Daily News, was a Daily News specialist in labor matters.

Says PRO THE VOTES

WASHINGTON, D. C., Oct. 28—Getting out in campaign work on Labor Day from getting in the scrap metal, by John Dingell of Michigan, declared the floor of the House today. The paper is a great support to the Daily News staff as a Washington columnist. Mr. Lahey, formerly of the Chicago Daily News, was a Daily News specialist in labor matters.

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Advertisements ... Advertising Agencies

(Continued from page 10)

Adv. Co., St. Louis, a newspaper schedule to its regular list of dailies, copy to include October, November and December insertions.

Reincke-Ellis-Younggreen & Finm, Inc., Chicago, is using a limited list of newspapers on KEELEY INSTITUTE, Dwight, Ill.

Among Advertising Folk

GEORGE A. HUHN and Luther H. Wood, account executives with Ruthrauff & Ryan, New York, were elected vice-presidents this week. Huhn has been with the organization since 1927 and Wood since 1928.

Meadowcreek Fergusaid, formerly of Benton and Bowles and Sherman K. Ellis, Inc., has joined the copy staff of Federal Advertising Agency, Inc., New York.

Paul R. Barnes, seven years a freelance radio comedy writer and 17 years with McCann-Erickson, Inc., has joined the copy desk of Addison Vans, Inc., of Buffalo, N. Y.

At the request of the Office of Price Administration, Larry Lane, president of Pacific Advertising, San Francisco, has appointed a committee to cooperate in acquainting the public with the need of price control, observance and dangers of inflation. Serving on the body are: George W. Kleyer, president of Foster & Kleiser; Al. C. Joy, advertising manager of the Pacific Gas Co.; Leon Latimer, advertising agent; Ross McAllister, advertising manager of the Emporium; and Willard Rogers, advertising manager of California Packing Corporation.

Allen E. Flookton, assistant account executive of Compton Advertising, Inc., has left to join the Army.

Thomas M. Quinn, formerly president of Dorland International, Inc., has joined Irwin Vladimir & Co., Inc., as executive vice-president.

Grayson E. Bevis, who established Miami’s first advertising agency in 1924, has been commissioned a captain in the Army Air Forces.

Jack Little, formerly public relations director for the Bank of Southern California, has been appointed as a senior account executive of Lord & Thomas, Los Angeles. Howard W. Cheney, L & T account executive who has been handling the Lockheed account, has resigned to become assistant to Carl B. Squier, vice-president of Lockheed.

Jack Rettig, formerly with Wilding Picture Productions, Inc., and Walter Hopkins, formerly with Purity Bakeries Corporation, have joined the Chicago Office of Campbell-Mithun, Inc., in the account contact department.

URGES CONTINUED ADS

“If we don't continue to advertise Michigan, we will lose the prestige it has taken years to build,” is the advice given the East Michigan Farm Bureau Association by George E. Bishop, secretary-manager of the Upper Peninsula Development Bureau. “After the war,” Bishop said, “there will be a tremendous boom as improved planes, automobiles and streamlined planes make transportation easy, and to capitalize it, we must keep the industry alive until then.”

Another day in Detroit—Another 14 million-dollar crack at the axis!

- In dynamic Detroit the automotive industry, alone, is producing $14,000,000 worth of war materiel every day! And still production schedules are skyrocketing!
- Today, there are more than 580,000 hourly paid workers engaged in war work in the Detroit industrial area, and this figure is growing with each passing day.
- This makes Detroit the most vital and responsive market ever. And you can reach this action-packed market by using only one newspaper — THE DETROIT NEWS.
- With its circulation now at an all-time high, THE NEWS goes into 63.9% of all homes in Detroit taking any newspaper regularly!
- The largest A. B. C. recognized HOME-DELIVERED circulation of all newspapers in America.

WEEK DAYS—380,495 SUNDAYS—459,479
Helene Kirkpatrick, Chi. Daily News, Home on Leave
Says U. S. Correspondents in England Worried Over Headline Treatment Here

By GEORGE A. BRANDENBURG

American correspondents in the British capital got a new headache this week when the headline treatment accorded their dispatches, especially those which dealt with Nazi bombings. They complained that American newspapers in this country were giving an unfair picture of the raid, it was stated. Most of the American correspondents were heard to express the desire that newspapers could have given their readers such a wrong impression.

While American correspondents are naturally striving to write from the American angle, they stated that there was no attempt to twist the facts to make U. S. readers feel the Yanks had landed and had the situation well in hand. Such headlines not only displease the correspondents who fear American newspapers could have given their readers such a wrong impression.

One of the first women correspondents to be accredited with the American forces in England, Miss Kirkpatrick has had an opportunity to observe American soldiers in training. On such assignments, men reporters often have the advantage of firsthand contact with troops in the field, she explained. The men are likely to reflect "best manners" when interviewed by a woman correspondent," she remarked. "It all evens up, however, and the principal thing is that women reporters have yet to be disillusioned in covering the armed forces."

Miss Kirkpatrick spoke highly of the cooperation she received. American correspondents have fought from the start all censorship red tape, she asserted. "We have had little or no security measures." "American military censorship is a lot tougher," she also said. "We haven't had, to date, as many facilities accorded the press by the Americans, as we have had from the British."

The American army officers, however, are anxious to cooperate and a better understanding of our needs and problems is now being worked out."

Praise for Women Workers

The Daily News writer not only spoke of the cooperation of British women in war work, but she was also generous in her comments concerning the cooperation of American correspondents in England. She mentioned in particular the work of Mary Welsh, Time-Life staff correspondent, who began newspaper work on the Daily News in Chicago; Tania Long, wife of Ray Danti of the New York Times; and Kathleen Harriman, daughter of Averill Harriman, U. S. lend-lease administrator, with the International News Service in London.

Commenting on British women in war work, Miss Kirkpatrick asserted: "They are doing a swell job in all branches." Women are often tougher than men when they get into war, she remarked. British women are serving as anti-aircraft gunners in mixed batteries and some of them have been killed in action. "They carry on like men under fire," she declared.

Tories are less vocal and much less powerful than the isolationists in this country."

Prime Minister Churchill is often considered to be a Tory in England. He is said to be important primarily in the conduct of the war. He is not especially concerned with British domestic issues. He is respected by all political parties in England for his ability to successfully defend the war, she declared.

Miss Kirkpatrick, right, only woman member of the Chicago Daily News foreign staff, told Earls & Pearson this week.

Helen Kirkpatrick, Chi. Daily News, Home on Leave

Helene Kirkpatrick, right, only woman member of Chicago Daily News foreign staff, with Mary Walsh, Time-Life correspondent, viewing U. S. head¬quar ters somewhere in England.

counter-balanced by some disadvantages. "While it is true that a woman can often get to see a particular person," she remarked, "she doesn't get back the second time unless she turns out the right kind of copy."

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The American army officers, however, are anxious to cooperate and a better understanding of our needs and problems is now being worked out."

Praise for Women Workers

The Daily News writer not only spoke of the cooperation of British women in war work, but she was also generous in her comments concerning the cooperation of American correspondents in England. She mentioned in particular the work of Mary Welsh, Time-Life staff correspondent, who began newspaper work on the Daily News in Chicago; Tania Long, wife of Ray Danti of the New York Times; and Kathleen Harriman, daughter of Averill Harriman, U. S. lend-lease administrator, with the International News Service in London.

Commenting on British women in war work, Miss Kirkpatrick asserted: "They are doing a swell job in all branches." Women are often tougher than men when they get into war, she remarked. British women are serving as anti-aircraft gunners in mixed batteries and some of them have been killed in action. "They carry on like men under fire," she declared.

Tories are less vocal and much less powerful than the isolationists in this country."

Prime Minister Churchill is often considered to be a Tory in England. He is said to be important primarily in the conduct of the war. He is not especially concerned with British domestic issues. He is respected by all political parties in England for his ability to successfully defend the war, she declared.

Miss Kirkpatrick, right, only woman member of the Chicago Daily News foreign staff, told Earls & Pearson this week.

Helen Kirkpatrick, Chi. Daily News, Home on Leave

Helene Kirkpatrick, right, only woman member of Chicago Daily News foreign staff, with Mary Walsh, Time-Life correspondent, viewing U. S. head¬quar ters somewhere in England.
South Bend Daily
Aids Bond Sales
With Victory Bucks

Tribune's Novel Promotion Helps Country to Double Its Quota

South Bend, Ind., Oct. 19—St. Joseph County, of which South Bend is the county seat, was the first large county in the United States to more than double its September quota of War Bond sales. The quota fixed by the Treasury Department was $1,226,700. The county exceeded the double quota by nearly $560,000.

In accomplishing this remarkable feat the South Bend Tribune had an important part for it opened its columns without stint and freely gave the drive thousands of dollars worth of publicity. In fact the Tribune gave liberal space that could not be purchased at any price.

Victory Bucks

St. Joseph county opened the more than doubling of its September quota of Help Wanted advertising by unique celebration advertised by thousands of persons. September bond purchasers were given Victory Bucks. These were in the form of script, each Buck representing $25. The two large buildings of the city were decorated over for a country store and stalls were filled with merchandise, all donated, which could be traded only with Victory Bucks. A loaf of bread, and 2,000 loaves were contributed, might cost 25 Bucks but the loaf really was a gift. The thousands were opened in the forenoon and by night nearly every piece of merchandise had been sold.

Thousands of persons assembled around a platform adjoining one of the market houses in the forenoon, afternoon and early evening. F. A. Miller, president of the Tribune, served as master of ceremonies. Ben Bernie, famous maestro, had an orchestra which provided music for each period. Gov. Henry F. Schricker, of Indiana, spoke from the platform at each assembly. Bond talk and band talk were made by William Klumeier, of Michigan, St. Joseph county War Bond Administrator, and Eugene Pulliam, of Indianapolis, Indiana War Bond Administrator.

In the evening several thousand persons assembled in the John Adams auditorium where Gov. Schneider, Mr. Pulliam and Mr. Klumeier again spoke, the Ben Bernie orchestra played and the evening closed with a great auction in which purchasers bid Victory Bucks for merchandise ranging from jewelry through radio, tables, furn, Bibles, into huge pieces of furniture, all donated. This auction, the country store and the Victory Bucks proved novelties which might be used to advantage elsewhere.

ADVERTISING DID JOB

Newspapers as well as other media, virtually solved the wartime problem of switching a major share of Ballantine's budgets. Some newspapers shifted from 12-oz. to quart bottles, when government orders cut all brewers to 70% of their wartime requirements. How P. Ballantine & Sons did the job is revealed for the first time by Henry Gorski, advertising manager, in the current issue of Advertising Facts, published by the Bureau of Employment Service. (ANPA). The campaign ran in 118 newspapers in 107 cities. First ad was a full-page in larger cities, 1,000 lines in the others, followed a week later by copy of the same sizes. The third ad, 1,000 lines in all cities, completed the job a week after that. "Newspapers alone did the job," Advertising Manager Gorski tells the Bureau of Advertising. "All the credit goes to them, for we used no other medium for this effort."

HEADS ADMN

Ogden, Utah, Oct. 20—The Utah Employers' Association with the Utah War Bond Administrator, discussed the need for winning the peace to follow the present war. Representatives were at their convention here Oct. 18-19. Hayden Sites of the Idaho Falls Union, who is now in the service, was new president, replacing Amos Jenkins, of the Salt Lake City (Utah) Deseret News. Bob Martin, of the Logan (Utah) Herald-Journal, was named vice-president, and Ralph Lee, also of the Logan, was elected secretary-treasurer.

PASTE

is a newspaper ESSENTIAL. Every department MUST have it. Thus far there has been no threat to its continuation. It is good business to anticipate the increasing demands while supplies are available and deliveries are assured.
Here is a lone book on the home front that counter-balances the scores that have been written by returning foreign newsmen and dealing of course with war problems abroad.
And the way it all happened is probably like this: Keats Speights, manager of the editorial side of the New York Sun, called in Ward Morehouse and said, “Ward, pack a bag and go traveling. See what the Main Streets and the other Broadway are thinking and feeling and doing and saying since Pearl Harbor.” And Ward Morehouse traveled! He covered the country completely and even more completely the Caribbean. He talked with the Bill Joneses of Bisbee, Arizona, and the Tom Harrisons of Starke, Florida; he interviewed the bakers, the housewives and the hash-slingers; the garage mechanic and Private Smith of Fort Simonds and the net result is a rich, fresh and gratifying picture of America.

It is an alert United States Mr. Speights wrote about. And as he says, “These are not the days when newspapers are fed much in ink. Printing can handle story after story which the television studio must shunt and screen; and there will be no end of events to which the radio cameras are not called on to weave more than news photographers or newsmen are today.”

The most dramatic example to date of how television can contribute to the picture, according to the book, is found in the "crisis" files of 1938—that autumn day that the Cabinet Ministers stepped from the plane on return from Munich where he had flown to gain a peace treaty for "four hours." The television camera saw him as he stepped back on English soil. In London, American radio commentators watched the scene on a television screen as the Prime Minister held up the fluttering piece of paper, the news for every part of the world. Long before the newsmen could get free of the crowd and back to their offices in London, the American radio audience had heard the scene described, as if the commentators had actually been at Heston.

In the news field, sports are seen as most promising to television for several reasons: first, there is no financial interest in sports; second, the comparison areas in which the sports teams are located are in line with television; third, the games are scheduled far ahead so that cameras can be utilized far ahead.

Mr. Dunlap, manager of the department of public relations of RCA, the editor of the New York Times from 1922 to 1940, is a former amateur wire-service editor and U.S. Navy operator in the first World War. “The Future of Television” is his eighth book pertaining to radio, including Marconi’s biography.

WHAT OUR READERS SAY
On Production of Paper on West Coast
To Editors & Publishers:
An article entitled “Modern Forestry Practices and Paper Industry” in the April 12, 1943 issue of TIME (page 26), written by Howland and Howland, Inc., contains the following statement:

"The United States has the wood pulp needs of the Pacific Coast and Canada, but even so it is not possible to produce all of the pulp needed for our needs.

The Editor and Publisher of TIME in a recent issue has stated that this country is not producing enough wood pulp for its needs. This is not true. The United States is now producing more than enough wood pulp to meet its needs. The statement made by TIME is based on a lack of adequate research.

Omer J. H. Johnston, American Pulp Producers' Association, New York, N. Y.

-To Editors & Publishers: We are planning to print this letter in the May 25, 1943 issue of TIME.
CONTESTS FOR THE YEAR 1942

EDITORIALS
3—Awards: For the best editorial in a newspaper promoting widest possible distribution of U. S. War Bonds and Stamps.
3—Judges: Judging to be based upon "patriotic fervor, logic, clarity, and expression."

CARTOONS
3—Judges: Judging to be based upon "patriotic zeal, exemplified by idea, design, execution."

PROMOTION
18—Awards: For the best all around newspaper promotion of circulation, classified, display, institutional, business paper, direct by mail, data books, etc.
12—Judges: Pre-eminent executives and experts in the national advertiser and agency fields.

PICTURES
5—Awards: For the best news photo used in a newspaper. No stills from news reels, or magazine, or periodical publication. Photographers employed by a newspaper, a syndicate, a news service or by an accredited free lance, are eligible.
6—Judges: Pre-eminent in this highly specialized field.

For full and complete information please address Contest Editor.

EDITOR & PUBLISHER
1700 Times Tower
New York City
Pinkley Says U. S. Wants War News

"Country Weekly Journalism"

American publishers and editors should exert every effort to make their newspapers a living, intimate element in the life of their communities, in the opinion of Virgil Pinkley, United Press European manager, who recently completed a national wide speaking tour under newspaper auspices.

Pinkley's views, as outlined to Editor & Publisher, are based on his observations and conversations with newspaper editors, publishers and readers in the course of a 33,000 mile tour of 80 cities, before War Bond sales rallies, in Army, Navy and Airforce training centers, and before civic groups.

Editor for Details

"Everywhere, I was impressed by the eagerness of the average man and woman to know more about how news is gathered, about the processes and difficulties involved," Pinkley said. "Most of them are convinced that the public is being shortchanged, and the raw, honestly job of covering the war, but they have many sincere questions about how newspapers should make it their business to answer.

"It seems to me to indicate the need for application of a little old time country weekly journalism to even our largest metropolitan newspapers," Pinkley said. "The public would read with interest stories that clearly explain why newspapers can't give readably stories. "According to Pinkley, "As I understand it, "Sagar-Coatad News" Disliked

Tangle Is Settled

"In his new post, Mr. Barnes will..." Radio Bares News Daily's Had Withheld

A fearing approaching chagrin was experienced by San Francisco Bay district newspapers when news of the Army's Wartime Civil Control Administration's expulsion of Etorre Patrizi, publisher of Italian language newspaper U.S., and Sylvester Andrianro, a former San Francisco supervisor and a Governor Olson appointee in a local draft board, was dramatized Oct. 8 by the March of Time, although the story had not yet appeared in the local press.

San Francisco publishers were aware of the expulsion order but presumably withheld its publication at the request of authorities. Editors of the March of Time came in obscure reprints at the hands of WACA officials for disclosing information regarding the order. The point was made that such information might serve "to tip off" associates of those involved.

Bob DeRos, recently appointed Time correspondent in the Bay area, refused to comment when asked if he had scored the "scoop."

WINS SUIT UPHOLDING ADVERTISING CONTRACT

Advertisers who make a contract with a newspaper for a specified number of lines of advertising to be used within a specified period at a reduced rate and fail to use the lines specified in the contract are liable for the whole amount of the contract, according to a decision just handed down in the Queens County court by Justice James J. Conroy. In the decision he gives the Newspaper Enterprises Inc., publishers of the Long Island City Star Journal for that number of lines. The defendant in answering said it was impossible to fill the entire contract, or in any sums due under it either individually or as administrator.

In her petition for letters of administration, Mrs. Elliott listed among the personal property "the Los Angeles Evening Herald- Express, $1,100."

Barnes Named by Herald Tribune

The New York Herald Tribune announced last week that Howard Barnes, its picture and critic, has been named head of both the film and drama reviewing staffs. He is successor to Richard Whatta, Jr., who now is in Ireland for the Office of War Information. The Herald Tribune said in its announcement:

"In his new post, Mr. Barnes will not only the principal films but cover the leading theater, tour and opening nights. In combining the film and dramatic departments, the Tribune recognizes the close alliance which in recent years has developed between the two mediums, with the same actors, writers and directors frequently working in both."

RUNS SAFETY ADS

Continuing a practice it inaugurated five years ago, the Waco Tribune Herald last week ran the first two of a series of 12 full page advertisements stressing safety which will run once each week for the remainder of the year, is endorsed by local manufacturers and other civic leaders.

The cost is prorated to each advertiser, is prepaid and sold by the Times Herald's staff.
THIS SALESMAN WILL CALL ON EVERY ADVERTISER AND HIS AGENT WHO SPENT MORE THAN $25,000 IN ANY MEDIA IN 1941 . . . because he knows what a tough job you're going to have covering your "National" market next year (what with short-handed sales staffs, and gas rationing, etc.) . . . and because he knows how imperative it is that advertising buyers (particularly, the many new ones) have the facts about your newspaper at their fingertips. His cost-for-coverage is surprisingly economical ($275.00 per full page; $154.00, half-page; $85.00, quarter page). So for good position, you'd better not wait too long to wire your space reservation. EDITOR & PUBLISHER, Times Tower, Times Square, New York.

To provide "National" protection for '43 . . .
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**Note:** All figures are in thousands of daily copies. The "Gain or Loss" column represents the change in circulation from 1941 to 1942.
Press/Camaraderie
Aids War Writer
In Strong Towns

By JOHN A. MOROSO, 3rd

Where does a newspaperman assigned to the Atlantic Fleet go when he gets into a strange place—a newspaper office, of course. At this very moment I am sitting beside John A. Moroso, 3rd. Associated Press correspondent with the fleet who has traveled about 25,000 miles during the past six months. (Note: The figures for the past six months represent a sampling of the data for the past six months.)

Eight hundred German planes roared over the city of Greecown, Scotland, back in May, 1941, leaving death and destruction in their wake. In the flame-ridden city, R. J. Enkline, editor of the Greenock Telegraph, worked frantically to prepare the first edition of the daily after the air raid. It was a desperate, but searching, and a very fragmentary edition, because the people were anxious to get the news and they expected us to have a story for them.

Orr's foster owners the paper and Orr doubles at night as a flight instructor with the R.A.P. He carries his uniform in his car and makes a quick change while dashing from the newsroom to the flight school. When I asked for directions to naval intelligence he left his work to drive me there although petrol is hard to get in the battered Scotch city.

Newsmen have I met in London, Scotland, Panama, Bermuda, Halifax, Singapore, Yokohama, Tokyo, and British Columbia. There are all opened the doors of hospitality. The best place a warrior correspondent can get help is in the city rooms of the papers.

Some sort of tradition calls for camaraderie among newspapermen. In Norfolk they have a grand gang working on the Virginian-Pilot and the Daily News-Dispenser. On Saturday morning they have a grand gang working in the Associated Press offices. In London and British Columbia there is a grand gang working.

"What can we do for you, the town is yours," he boomed. That was typical of big-hearted Tom. Hotel rooms are hard to get in Norfolk but Tom got one for me in a minute.

Ralph "Kit" Larson, city editor of the Dispatch and a hard-fighting, individualistic newsman, offered me the keys to the city the first night because the people were anxious to get the news and they expected us to have a story for them.


"Duke" rushed right back to work. He gave me a London address and Mrs. Manning and her sister were asleep but that meant little to these southern folk. We had the drunk and "Duke" rushed right back to work.

In Bermuda, two ex-newsmen made a press trip. But the thing that was pleasant as possible. Rear Admiral Jules James, commandant of the command and British base was an AP correspondent with the Pacific Fleet years ago. His understanding of news problems mused my way past closed doors and his feeling of good fellowship did the rest.

Even Rivals Are Helpful
In Bermuda's naval intelligence office I found chubbly Lieut. John Horner, who left his job as city editor of the New York Times (La Guardia) to join the Navy.

Jack was a soul of hospitality. He had me to dinner so many times that I felt guilty and his beautiful home on the water's edge was one of the cool spots in the torrid island. His table was excellent. The same went for Terry Chalk, AP correspondent in Bermuda. Hard-working stringers in Bermuda. They have their copy through five sets of censors.

AP men in London, Washington and New York have all gone out of their way to give me their time and help. Even the opposition, John Parris, of the News of the Lynchburg (Va.) Press correspondent, was a great help in getting my copy out and giving me advice on what to see in the bomb-torn city. He gave me a London address and a hard-fighting, individualistic newsman, offered me the keys to the city the first night because the people were anxious to get the news and they expected us to have a story for them.

"In the flame-ridden city, R. J. Enkline, editor of the Greenock Telegraph, worked frantically to prepare the first edition of the daily after the air raid. It was a desperate, but searching, and a very fragmentary edition, because the people were anxious to get the news and they expected us to have a story for them."

"We never missed a day," he told me recently. "We just couldn't let our readers down. They needed us more than they thought they did, and then because the people were anxious to get the news and they expected us to have a story for them."

"Orr's foster owners the paper and Orr doubles at night as a flight instructor with the R.A.P. He carries his uniform in his car and makes a quick change while dashing from the newsroom to the flight school. When I asked for directions to naval intelligence he left his work to drive me there although petrol is hard to get in the battered Scotch city."

Newsmen have I met in London, Scotland, Panama, Bermuda, Halifax, Singapore, Yokohama, Tokyo, and British Columbia. There are all opened the doors of hospitality. The best place a warrior correspondent can get help is in the city rooms of the papers.

Some sort of tradition calls for camaraderie among newspapermen. In Norfolk they have a grand gang working on the Virginian-Pilot and the Daily News-Dispenser. On Saturday morning they have a grand gang working in the Associated Press offices. In London and British Columbia there is a grand gang working. The same went for Terry Chalk, AP correspondent in Bermuda. Hard-working stringers in Bermuda. The same went for Terry Chalk, AP correspondent in Bermuda. Hard-working stringers in Bermuda."

"Duke" Manning, one of the AP men, was so solicitous and so helpful, he even mailed a clipping to me in New York."

"In Bermuda, two ex-newsmen made a press trip. But the thing that was pleasant as possible. Rear Admiral Jules James, commandant of the command and British base was an AP correspondent with the Pacific Fleet years ago. His understanding of news problems mused my way past closed doors and his feeling of good fellowship did the rest."

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OUTDOOR AD WINS

RICHMOND, Va., Oct. 17—The Virginia State Supreme Court of Appeals held that the Virginia Alcoholic Beverage Control Board in its case brought against An- kara Beverage, Inc., in which the Board has sought to test its powers and authority in regulating outdoor advertise- ments, was justified in its action. The Court ruled that the ABC Board did not have the au-

The讓人一 in-law, Col. E. S. Wilson, also a Hall of Fame member.

The only one of five nominees chosen at the dinner becomes the second Hall of Fame member so honored. His friend and associate, Mr. W. A. Ireland, former Columbus Dis- patch cartoonist, was the first to be so honored when he was chosen last year.

FTC HEADACHE CHARGE

WASHINGTON, D. C., Oct. 21—The Federal Trade Commission has pro-

tions affecting ordinances of the City of Florence, and made the action appeal to the state's higher court. The notice warned that the adver-

ties being offered for sale without reason that United States firms can't de-

the size of the company or the amount of its advertising in the other Amer-

of the occupations, skilled and semi-

ment that a warning of danger, in the course of a typical attack today by a fellow Democrat, Rep. John Rankin of Mississippi, who demanded that Holland either submit proof of his charges of "subversive tendencies" to the House Committee on Un-American Activities or refrain from uttering them on the House floor. He added that Rankin had fre-

States firms who advertise in South

Birmingham Post

Clipper Bright, director of the Virginia Office of Advertising and Salesmen, said that any experienced or adapted to newspaper

get their advertising."

ROCKETEER SEKES

To Give Newsprint
To South America

Aks To PAY FOR PROOF


can be taken until the Byrnes vacancy is

Chief Justice Harlan F. Stone wrote the opinion for the majority in the June 8 decisions affecting ordinances of the time, place and manner of outdoor sales. He said the freedom of expression may be ex-

by proper legislative action, considering times, places and methods "not at odds with the preservation of life and property."

R. S. Wilson, also a Hall of Fame member.

his father-in-law, Col. E. S. Wilson, also a Hall of Fame member.

the local ordinances undisturbed but does not debar future appeal from the state's higher court.

Also denied review were Jehovah's Witnesses convicted under an ordi-

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Byrnes was one of the four justices of the majority and his retirement from the bench left the standing even at the time of his death.

the government informational advertising. The only newspaper advertising that the government informational advertising was permitted to appear in the "American republics" was permitted to appear in the "American republics" was permitted to appear in the "American republics" was permitted to appear in the "American republics" was permitted to appear in the "American republics" was permitted to appear in the "American republics" was permitted to appear in the "American republics" was permitted to appear in the "American republics" was permitted to appear in the "American republics" was permitted to appear in the "American republics" was permitted to appear in the "American republics" was permitted to appear

For Newspaper Jobs

"WORKERS ASKED TO APPLY
FOR SUN JOBS."

So read a front page headline on a story of the Clearing House (Fla.) Sun, with Editor Victor Morgan making what he believes to be the first application for a daily newspaper by a general public to apply for its staff.

The headline reads: "If you are experienced in the work of any department of a newspaper and wish to return to that type of employment please register now with the Sun."

"If you are inexperienced but feel you have aptitude for newspaper

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Harry Schenk, Oregon Manager, Heads NAM

Succeeds Gene Alleman as President of Newspaper Association Managers, Inc.

Newspaper Association Managers reported that the 300-member press association posts this week with the firm resolve to educate newspaper publishers and advertisers about the need to work with and not off their local merchants, big and small, in the trying days ahead.

The Paper Publishers Association held its annual meeting and war clinic at Chicago, Oct. 15-18.

FRANK D. CARUTHERS, assistant business manager and general superintendent of circulation of the New York Evening World and the New York Evening World from 1888 until the newspapers suspended publication in 1901, was laid to rest at his home in Goshen, Ind., last week after a week's illness. He was 75 years old. He was circulation manager of the St. Louis Post-Dispatch in 1889. In 1889, he assisted Joseph Pulitzer engaged him as assistant business manager and general superintendent of circulation of the two New York newspapers. He retired after the World suspended. A member of the New York City local advertising manager of the New York Herald Tribune, and is now special representative of Outdoor Life and Field and Stream, on leave of absence while serving with the Bureau of Aeronautics of the United States Navy in Washington. Another son, Frank D. Caruthers, Jr., is business manager of the Council on Foreign Relations and the magazine Foreign Affairs.

JAMES LAWTON CURTIN, a former ship news reporter who faced a jail sentence and declined a pardon from President Wilson, will have some of his statements revealed in a news story in 1914, died Oct. 15 at New York Hospital. He was 64 years old. Mr. Curtin, a member of the staff of the New York Tribune, retired from the newspaper in 1917 after serving in the merchant marine. He was 64 years old. The "freedom of the press" concept in which Mr. Curtin became nationally known in 1914 was revived around a Federal grand jury over the submission into a New York City home which enabled the Tribune to publish information concerning the prosecution of the Alexander-Heimeyer and the Littauer smuggling cases. Mr. Curtin and George Burdick, then city editor of the paper, refused to answer questions asked them by the grand jury.

ABBREVIATION. James Harris, 53, author of the syndicated column, "Our Good and Bad," died at his home in Washington, Oct. 18. He entered the newspaper business in 1914, one of the early staffs of the Los Angeles Times, transferring later to the Minneapolis Star.

GWENDOLYN DEWY, R.C.N.V.R. Canadian newspaperwoman and writer and a member of the Edmonton Journal staff until July, 1918, after which she left for active service with the navy, is missing at sea, according to word received by his father in Toronto. It is reported Lueyt. Dewy was on convoy duty to Russia.

JACK QUEISLAI, 57, veteran Minnesotan newspaperman, died in Minneapolis recently after a lingering illness. At the time of his death he was a member of the Minneapolis Star-Journal editorial staff. He had been a political writer for the Minneapolis Star-Journal for many years and columnist for the Minneapolis Star-Journal.

FRANK CASEY, formerly Providence (R.I.) Telegram and Providence Tribune reporter and Providence representative of the St. Louis Post-Dispatch, died in Providence Oct. 12 following a year's illness.

CHESTER S. COTTIN, 49, for 15 years business manager of the Amesville (Ohio) Journal, died Oct. 14 of a heart attack at his home in Averill Park, N. Y.

John H. O'Brien, for many years a newspaperman in newspapers all over the country, died Oct. 16 at his home in Goshen, Ind., on Oct. 7.

John C. Segrue, was correspondent for the News Chronicle of London, has died of tuberculosis in a hospital in California, Oct. 21, after a 25 years' residence in that city. He was 52.

John Harris Lowdwick, 52, who devoted the last 25 years to spreading the gospel of newspapers and who is in charge of the eight-weeks' campaign, died suddenly Oct. 16 en route to his office. His newspaper career began at the Chicago Daily News in 1913 as newsman and then on the Cleveland. He worked on many Cleveland papers and then on the Akron (Ohio) Times as sports editor.

ALBERT B. PALMER, 67, former financial editor of the Toledo Blade, died Oct. 5 at his home in Goshen, Ind., on Oct. 7.

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College man wants connection with trade paper, newspaper, magazine. Ambitious, versatile, and able to write, Type B. Box 1741, Editor and Publisher.

Diploma Reporter, 25, desires editorial position on daily college paper. Type B. Box 1671, Editor and Publisher.

Editorial Assistant

Reporter, 22, college graduate, desires work on newspaper, magazine, wire, and national magazine. Available immediately. Box 1710, Editor and Publisher.

All "round man, age 39, married, one child, experienced in advertising, reporting, editing, making, publicity, advertising, promotion. questions fully. Box 1651, Editor and Publisher.

Are you looking for a position that demands the ability to plan and execute an advertising program, with the added advantage of a stable job? If so, come to the Newspaper Advertising Bureau and apply to Mr. Smith for a position as Advertising Manager. Box 1715, Editor and Publisher. (Ad.

Executive or Editorial—At your service Thirty years of experience as city, tele- graph, and financial editor, publisher and advertising manager. The last 10 years have been spent in the field of newspaper promotion. Can work in any capacity. Top-notch references. Box 1717, Editor and Publisher.


For newspaperman willing to return from coast to coast in fill in for "duration" place vacated by editor-rejector, only. Must be in New York State. Good salary to right person. Box 1766, Editor and Publisher.

Good copyreader open for job on telegraph or news wire desk. Prefer South or Midwest. Replies in confidence. Box 1769, Editor and Publisher.

Information of reader service, correspondence, or credit department, desire opportunity with general service, one for sports. Send full information on back of letter, giving references and salary required. Box 1777, Editor and Publisher.

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THE service of the daily press to the nation at war was the theme of the University of Illinois speech last Sunday afternoon, by Arthur Robe, Editor of the "Editor & Publisher.

THE Press

Thomason, publisher of the Chicago Times, and editor of the National Association of Papers, made the principal address, in which he showed the necessity for a free press for the public. Since these discussions are often broadsaged and informative, with no obvious meaning, as the argument progressed, with Mr. Thomason ably taking the ball for the newspaper

Within one minute of the broadcast's opening, however, one of the professors started the familiar basting on freedom of the press—repeated the newspapers' dictators, presumably, representing the White House. Again and again they pointed out that whether or not the newspapers interfered with the publishers which did not obey the law, the power to do so existed. Newspapers, they contended, could let their Constitutional guarantee atrophy if they did not contest the applicability of the law. The argument was disposed by Prof. Linda Rogers, sitting as an examiner, as a "case" from which was to be repeated later by Gen. Johnson and the President.

The newspapers' attorneys agreed with that brusque dismissal of their pleas. They saw clearly that the new law was applicable to all business, the law of the local administrators of, possibly hostile political beliefs, of the law of the President. That was the old story that affected probably 12,000,000 newspapers which did not obey the law, the law was applicable to all business. The newspapers were fighting for the public, for the public interest, for the freedom which may assume increasing importance as the country enters a complete war economy.

The real story of the publishers' fight for press freedom nine years ago was that they had been unfairly basted and often becalmed by statements like those cited. To those who know the history of that great fight for freedom which may assume increasing importance as the country enters a complete war economy, the legend that the Chicago professor accepted as truth began in 1933, with the enactment of the National Industrial Recovery Act. Admirable as were the announced purposes of that law, it was badly conceived and worded. It was a law which prohibited the employment of anyone under 16 years of age. The law seemed to be written primarily for the destruction of the free press right which the publishers were fighting for the public, for the public interest, for the freedom which may assume increasing importance as the country enters a complete war economy.

The newspapers were fighting for the public, for the public interest, for the freedom which may assume increasing importance as the country enters a complete war economy. But they had lost much of its meaning when it had been passed. The publishers had refused to sign the code of that law, the President had rejected their protests,㤀e enactment of the NIRA meant to go on. The newspapers were fighting for the public, for the public interest, for the freedom which may assume increasing importance as the country enters a complete war economy. And they did not, at any point in this debate, ask the President to perform other part-time services, but not in manufacturing and the "exception" about which so much to-do was made appeared in a clause of the national amendment, the majority of Congress supporting the President's stand was solid. But, since that time, newspapers were divided and their feelings were 10 years ago—but they are certainly in a safer target than that.

No such contract was possible—at least, without carrier firms

The facts about Carriers

The newspapers were fighting for the public, for the public interest, for the freedom which may assume increasing importance as the country enters a complete war economy. The newspapers were fighting for the public, for the public interest, for the freedom which may assume increasing importance as the country enters a complete war economy. They did not contest the applicability of the law. That was Anderson who supplied the false propaganda of that bygone era, when the newspapers were fighting for the public, for the public interest, for the freedom which may assume increasing importance as the country enters a complete war economy.

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Some people just watch ... others want to know why

All the tumult in the world today cannot drown out the questions that arise in active, intelligent minds. Nor will thinking people ever be so shocked at the rapidity and impact of events that they will be content merely to gape at the world drama before them. These people will ask—and ask again—"Why?" "Who?" "When?" "How?" And they will not be content with stock answers. Nor with anonymous hunches. Nor with journalistic footwork that moves them mentally two steps forward—and two backward.

These people—because they are thinking people—are more interested in significant facts than insignificant details. More interested in the relation between events than the mere relation of them. More interested in an interpretation of what has happened than in mere condensations of news for easy mental filing.

And this, precisely, is the reason for a most remarkable shift in the reading habits of thinking people since Pearl Harbor. This is the reason that intelligent Americans by the thousands are turning to NEWSWEEK.

True. NEWSWEEK prides itself on its swift, virile reporting ... and on the alert, far flung organization that siphons in the news at its inception. But even more important to NEWSWEEK readers is its ability to interpret the news ... to give the full significance of events wherever they may occur.

Every page of NEWSWEEK bears the imprint of men who have earned the right to an intelligent audience ... men who are eminently qualified to judge and evaluate the conflicting events, the moves and counter-moves in this world convulsion.

Among these men are Admiral William V. Pratt and Major General Stephen O. Fuqua on the war ... Raymond Moley on national affairs ... Ernest K. Lindley on the Washington front ... and Ralph Robey, far sighted economist. In addition to their interpretation of the news, these authorities regularly conduct their own columns in NEWSWEEK ... giving you their signed opinion on important happenings and trends.

These factors—plus NEWSWEEK's Periscope, which predicts with great accuracy news that hasn't happened yet—have attracted over 500,000 intelligent families to this unique news magazine. This includes more net paid circulation per dollar among leaders in business, industry and government than is offered by any other magazine.

Now it's NEWSWEEK
The South's Biggest Market

1941 RETAIL SALES IN SOUTHERN MARKET AREAS

Sales Management "1942 Survey of Buying Power"

1. MEMPHIS ........ $499,147,000 10. Oklahoma City .................. $263,579,000
2. Houston ........... 456,935,000 11. Charlotte ....................... 262,090,000
3. Atlanta ............ 443,040,000 12. Raleigh ......................... 256,355,000
4. New Orleans ........ 433,527,000 13. Richmond ...................... 254,089,000
5. San Antonio ........ 430,887,000 14. Jacksonville ................... 251,314,000
6. Dallas .............. 421,140,000 15. Miami ......................... 230,270,000
7. Fort Worth .......... 383,069,000 16. Nashville ....................... 216,517,000
8. Louisville .......... 371,771,000 17. Little Rock .................... 211,000,000

BIGGEST AREA, BIGGEST POPULATION

Memphis' Market has the largest area and population in the South—76 counties in W. Tenn., E. Ark., N. Miss., S. E. Mo.—with 2 1/2 million population.

TREMENDOUS BUSINESS GAINS

Memphis is one of the very top cities in the country in sales gains. 1942 business conditions are 25% better than 1941—10% better than national average.

HALF-BILLION DOLLAR COTTON CROP

1942 valuation of cotton and seed grown in the Memphis Market will surpass $500,000,000. Memphis is the world's largest cotton market.

NAVAL-MILITARY CENTER

A huge naval air training base, naval ground school, naval hospital, an army general depot, and army general hospital are adding tremendously to Memphis' buying power.

STEADY GROWTH

America's 4th fastest-growing big city. Memphis' population is now 311,000—the Sugar Ration Count.