

C. C. GREEN RE-ELECTED N. Y. AD CLUB CHIEF

Presbrey, Harwood, and Hodges Are Vice-Presidents—More than 800 Members Have Joined in Year—Present Membership 2250

Charles C. Green, of the Charles C. Green Advertising Agency, was re-elected president of the Advertising Club of New York at the annual election this week. Reviewing accomplishments of the past year, Mr. Green in his annual report listed the club's present membership as 2,250.

Other officers elected were Frank Presbrey, of the Frank Presbrey Company; Frank W. Harwood, American Tobacco Company, and Gilbert T. Hodges, Frank A. Munsey Company, vice-presidents; H. R. Swartz, Intertype Corporation and R. Hoe & Co., Inc., treasurer; and Clifton D. Jackson, secretary. Colver Gordon and Charles E. Murphy were elected to the board of directors.

AIR MAIL TO TEXAS

New York Times and Ft. Worth Star-Telegram Celebrate Its Start

Newspapers signaled the opening of the new air-mail service from Chicago to Dallas and other Southwestern points by exchanging copies of editions. The time saved in transit between New York and Dallas or Fort Worth is approximately 29 hours.

Copies of Tuesday's *New York Times*, containing the story of Lieut. Commander Byrd's flight over the North Pole and the story of the preparations for the departure of the Norge, left New York at 8 o'clock Tuesday night by air mail for Texas. The newspapers connected at Dallas for the first flight of the latest air mail route which swings over Illinois, Missouri, Kansas and Oklahoma and ends at Dallas.

The issues were addressed to the following: Patterson McGlynn, *Evening Dispatch*, Moline; Louis F. Golding, *News-Press*, St. Joseph; Ralph Ellis, *Journal-Post*, Kansas City; Irwin Kirkwood, *Kansas City Star*; Henry J. Allen, *Beacon*, and Victor Murdock, *Eagle*, Wichita; E. K. Gaylord, *Daily Oklahoman*, Oklahoma City; Amos G. Carter, *Star-Telegram*, Fort Worth; George B. Dealey, *News*, and Tom G. Gooch, *Times-Herald*, Dallas.

As a special stunt the Fort Worth Star-Telegram sent to friends in New York and Chicago copies of its Wednesday morning paper, first class special delivery, addressed to residence addresses. The papers were delivered at the Chicago addresses 7 o'clock Wednesday evening and the New York consignment reached its destinations Thursday morning. Postage for this class of service cost 80 cents per copy on the Chicago bundle and \$1.15 on the New York copies.

N. A. N. A. GETS NORGE NEWS

Point Barrow Correspondent First to See Dirigible's Arrival in Alaska

First news of the safe arrival of the Norge over Alaska on its flight across



Distinguished group of editors in International Conference.

JOURNALISTS ATTEND PEACE CONFERENCE

Foreign and American Editors Participate in National Conference on International Problems at Briarcliff Manor This Week

Seven foreign editors and 33 American journalists and publishers took a prominent part in the program and discussions of the National Conference on International Problems and Relations held for three days this week under the auspices of the Carnegie Endowment for International Peace in co-operation with the Academy of Political Science, at Briarcliff Lodge, Briarcliff Manor, N. Y.

Representatives of the press were assembled to confer with outstanding educators, economists, international lawyers and others interested in a penetrative study of international affairs, particularly with a view to promoting world peace and devising ways and means to promote the various devices for applying ethics in the fields of politics and business.

The part newspapers can play in preserving peace was discussed. Prevention of hysteria when economic barriers are encountered was urged in connection with an appeal that the press present painstaking studies of trade relations before a crisis develops.

On Wednesday a special luncheon was tendered to all journalists present by the Carnegie Endowment under the leadership of Dr. Samuel McCune Lindsay. Each of the 37 present responded to a roll call with a brief greeting.

An invitation to attend the World Press Congress in Geneva next September was extended by F. M. Snyder, Press Congress of the World.

Editors attending the sessions as guests of the conference were:

J. R. Adams, *Baltimore Sun*; W. T. Anderson, *Macon Daily Telegraph*; Edward Price Bell, *Chicago Daily News*; Harry Bloom, *Louisville (Ky.) Herald Post*; J. A. Carter, *Richmond (Va.) News Leader*; Henry T. Claus, *Boston Transcript*; Melville F. Ferguson, *Philadelphia Record*; Frank E. Gannett, *Rochester Times Union*; Powell Glass, *Lynchburg (Va.)*

News; William E. Gonzales, *Columbia (S. C.) State*; Julian Harris, *Columbus (Ga.) Enquirer-Sun*.

Arthur M. Howe, *Brooklyn Daily Eagle*, Brooklyn, N. Y.; Boyd Jarrell, *Huntington (W. Va.) Herald-Dispatch*; Will Owen Jones, *Lincoln (Neb.) State Journal*; H. V. Kaltenborn, *Brooklyn Daily Eagle*; William J. McNally, *Minneapolis Tribune*; Barnet Novor, *Buffalo Evening News*; Capt. E. Walton Opie, *Staunton (Va.) News-Leader*; Elmer T. Peterson, *Wichita Beacon*; Robert Potter, *New York Evening Post*.

T. W. Ross, *Colorado Springs (Col.) Gazette and Telegraph*; Charles F. Scott, *Iola Register*; James H. Skewes, *Meridian (Miss.) Star*; H. G. Snaulding, *Shawnee (Okla.) Morning News*; William F. Stone, Information Service, Foreign Policy Association, New York City; Herbert Bayard Swope, *New York World*; Tom Wallace, *Louisville Times*; W. W. Waymack, *Des Moines Register and Evening Tribune*; M. Weinbaum, editor, *Norwoye Russkoye Slovo*, New York City; Alfred Holman, *Atlanta Constitution*; Parker T. Moon, *Political Science Quarterly*, Columbia University; Franz Schneider, Jr., financial editor, *New York Sun*; Albert Van Sand, editor, *Nordlyset*, New York City.

Foreign editors attending were: Dr. Frank G. Boudreau, American Member, Health Section, League of Nations, Geneva; Wilson H. Harris, editor, *Headway*, London, England; Georges Lechartier, editor, *Journal des Debats*, Paris; Dr. William Martin, editor, *Journal de Geneve*, Geneva, Switzerland; Fritz Schothoefer, foreign editor, *Frankfurter Zeitung*, Frankfurt, Germany; Wilhelm Schwed-

ler, Berlin Press Association, Dr. R. W. Drechsler, Foreign German Foreign Office.

In some cities, the newspaper may have a few hundred more than its competitor. In Pittsburgh it has 40,000 more net circulation in Pittsburgh than other two evening papers combined—and 35,000 paid circulation in Pittsburgh than the other two Sunday papers combined.

THE PITTSBURGH PRES

A Scripps-Howard Member of the A.

MICHIGAN and the BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

The Grand Rapids Press
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The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

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For the First Months of 1926
THE TAMPA MOBILE TRIBUNE

printed 7,355,276 lines of and thus moved up from SIXTH place among the United States.

The only newspapers print volume of advertising during than The Tribune were Herald, the St. Petersburg Detroit News, the Chicago the New York Times. The Tribune covers the Florida territory of 24 counties and towns, with a 713,943.

That's Why Its Advertising Grows

The S. C. Beckwith Sp. National Represent

A paper with the people

The public decides the progress of a

DOMINANT!
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