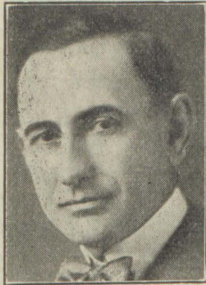


AMON G. CARTER ELECTED PRESIDENT OF 10TH DISTRICT CLUBS

Publisher of Fort Worth Star-Telegram Honored at Galveston Meeting—Texas Centennial and Houston A. A. C. W. Convention Discussed

GALVESTON, Tex., Sept. 24.—The Associated Advertising Clubs of Texas closed a successful 4 day convention here today at the Hotel Galvez by electing Amon G. Carter, publisher of the *Fort Worth Star-Telegram*, president for the ensuing big international convention year at Houston. Other officers chosen were: first vice-president, Garret B. Clark, Galveston; second vice-president, H. A. Randall of Sinton, Tex.; third vice-president, Paul Heisig, El Paso; secretary-treasurer, Will S. Wood, Fort Worth.



AMON G. CARTER

Resolutions passed supported internal action with respect to abolishment of war; code of ethics; loyal and unstinted support of Houston in plans for entertaining visiting thousands of advertising delegates who are expected for the A. A. C. W. convention beginning the week of May 10; establishment of a Texas Good Will Committee to bring about state of good will between Texas cities with a sub-committee to call attention to relations of good taste and to promote spirit of "all for one and one for all;" employment of a paid fee secretary and manager and the organization of a speaker's bureau of Texas clubs.

Lowry Martin, Corsicana, former manager of the State Dailies Association reported on the formation of a committee of 100 Texans elected by Senatorial districts to promote the Texas Centennial and World's Fair, of which Judge Sells is chairman and Lowry Martin, secretary. The committee of the whole is to meet in Austin Oct. 15, for the organization of a program calling for a \$50,000,000 budget for a fair to be held in Texas in the next 5 or 6 years, the idea having been endorsed by advertising clubs, Kiwanians, Rotary, Lions, commercial organizations, churches, universities, and colleges.

Dale C. Rogers of Houston, president of the 10th district clubs presided. Attendance was over 100. Carl Hunt, manager of the Associated Clubs made a stirring talk emphasizing the growth of the truth movement in the past dozen years which is now supported by a \$1,000,000 appropriation for the ensuing year. Hunt urged a real get-together of all Texas in an effort to sell the World Texas and Texans, and the establishment of double the present number of Texas ad clubs. Hunt told with sincere regret of Lou. Holland's indisposition and of his doctor's orders requiring complete rest and relaxation from cares and responsibility.

Other speakers were Monsignor Kirwin of Galveston, chaplain of the Houston On-to-London committee; James W. Brown, publisher of *EDITOR & PUBLISHER*, who discussed building advertising the profession; Gurney Lowe of Neosho, Mo., who told of the clubs' educational program urging that the larger clubs to play big brother to the smaller clubs; Carl Williams, editor of the *Oklahoma Farmer-Stockman* who gave a close-up intimate view of the farmer's buying power; T. M. Darlington of the *San Antonio Express* who discussed newspaper advertising urging good, honest, truthful copy with good, honest, truthful store management, reduction of retailers' prices, and proper store system. W. W. Pigue of the *Houston Post-Dispatch* also presented the course of newspapers, pointing to the fallacious

thinking of some advertisers that because they advertised in newspapers they had the right to suggest and try to dictate editorial policy. The subscriber was the only customer to whom the editor owed allegiance, he declared, and ridiculed the position ideas of some advertisers, stating that run of paper position was best.

R. H. Cornell of the *Houston Chronicle* introduced Mgr. Kirwin. He spoke of the great services rendered to organized advertising by Father Kirwin at the overseas convention.

Outdoor advertising was discussed by Bert Cheney, United Advertising Corporation, of Dallas, and Wm. Brockhousen, Sunset System, San Antonio. Direct by mail advertising was discussed by Hix Smith, Dallas, and E. C. Binkley, Sherman, the latter presenting sample composing that had produced large returns at small cost. J. B. Westover's theme was better stores, and Jack Dione of Houston, told some humorous stories of some so-called modern merchandising campaigns.

The meeting opened with sermons in churches on Sunday on the truth theme. The entertainment program included lunches and dinners by the Galveston Ad Club, Rotarians and Kiwanis, a treasure hunt on beach, and bathing. A mammoth pageant "Truth Triumphant" with 700 Galvestonians taking part was staged closing with a grand ball at the Galvez Hotel.

Fort Worth will be the next meeting place.

SEVEN AD GROUPS TO MEET IN CHICAGO

Concurrent Conventions Scheduled for Week of Oct. 13—Will Draw Notables of Profession—A. B. C. Banquet Climax

CHICAGO, Sept. 2.—The biggest week in the history of advertising in Chicago, or any other city in the west will be jammed into the six days beginning Oct. 13.

Seven different organizations have scheduled meeting during that time and it is expected that the most prominent men in the advertising and newspaper world will attend.

The National Industrial Advertising Association has announced its meeting and exhibit at the Edgewater Beach Hotel for Oct. 13, 14 and 15. The display of industrial advertising is expected to be the largest on record, as more than 200 panels are to be exhibited. Noted speakers have been scheduled to address the convention on industrial and advertising subjects.

The American Association of Advertising Agencies meeting is scheduled for Oct. 16, and 17, and a varied program is laid out for the session. The board meeting will be held on Oct. 15, while on the following day a luncheon will be held at the Hotel La Salle for the A. B. C. publishers, whose convention is another feature of the crowded week.

The latter organization will cap the week on Friday night, with a banquet at the Drake Hotel for the various organizations holding their sessions.

In addition to those already named, the Agricultural Publishers' Association will meet at the Hotel La Salle, Oct. 15 and 16, the Inland Daily Press Association will meet at the Morrison Hotel, Oct. 14 and 15; the National Advertising Commission of the Associated Advertising Clubs of the World will gather on Oct. 14 and 15, and the Commission in charge of Bureau advertising of the American Newspaper Publishers' Association will also convene at a date to be set later.

FORESHADOWED EVENTS

Sept. 29-30—New Jersey Newspaper Institute, third annual session, Rutgers University, New Brunswick, N. J.

Oct. 4-6—Pennsylvania State Press Assns., annual joint outing, to Delaware Water Gap and Pocomos.

Oct. 7-8—National Publishers Assn., fifth annual meeting, Briarcliff Lodge, Briarcliff Manor, N. Y.

Oct. 9-11—Illinois Press Assn., annual meeting, Champaign-Urbana, Ill.

Oct. 13-16—Financial Advertisers Assn., convention, Richmond, Va.

Oct. 13-14—National Industrial Advertisers' Assn., annual convention, Edgewater Beach Hotel, Chicago.

Oct. 13-16—Audit Bureau of Circulations, meeting, Chicago.

Oct. 14-15—Inland Daily Press Assn., annual convention, Chicago.

Oct. 15-18—United Typothetae of America, annual meeting, Chicago.

Oct. 16-17—American Association of Advertising Agencies, annual meeting, Drake Hotel, Chicago.

NEW NEWARK TABLOID A CLEAN PAPER

First Issue Lively Type and Picture Half-Fold Daily—Announces Editorial Platform—Initial Support Good

"It's all here and it's all true," was the slogan of *The Press*, the premier number of which was published at Newark, N. J., on Tuesday, being the country's ninth tabloid daily newspaper.

Joseph J. Fiske is president of the Press Publishing Co., Maynard E. Zepp, treasurer, and George D. Smith, secretary. The newspaper is under the editorship of Louis A. MacMahon, formerly assistant director of advertising and general promotion manager of the *Washington (D. C.) Times*. An "advisory board" of five, two still to be selected, was named.

The Press was priced at one cent delivered, and 2 cents on newsstands. It was announced that the Sunday issue would sell at 5 cents. Both the evening daily and Sunday will be delivered for 10 cents per week.

The first issue was in 32-page form, five columns wide, form depth 17 inches. The first page was given over to a display of news pictures, with two news banner-lines directing attention to stories on the inside. A double-truck of news-pictures was the big inside feature. Throughout the paper there was a liberal use of illustrations, but the paper ran more type and longer stories than is customarily used in the New York tabloids.

There was a distinct local flavor, but the Press indicated that it proposes to cover the general news field, liberally supply news-features and pure entertainment and a strong page of editorial comment, backed by a comprehensive editorial policy.

This tabloid, in its first issues, was clean, conservative, high-minded and soundly constructive. Its typography and general arrangement deserved comment as admirable. Its initial press work was poor, a mechanical difficulty which will doubtless be overcome as the press gets into action in its new location.

In addition to several excellently selected news-picture layouts, the editorial department made clever use of syndicate material, in considerable measure supplied by NEA Service. The title line and the trade-mark design, run in the title, remind newspapermen of those long used by the *Cleveland Press*.

The features in the initial number were not intended to "knock 'em dead," but were well selected, solid reading, without suggestiveness, impudence or sensa-

tional exaggeration. These features are of the class that make and hold friends worth having. Almost every class of readers were appealed to, but the respectable, home-loving, city-building, work-a-day American was the one most sought. There was not a "leg-picture," nor a highly spiced story in the first issue. There was not a wild or loose line of type. Amusement, local society, art and sports were well covered.

The editor displayed congratulatory messages from Cornelius Vanderbilt, Jr., Governor George S. Silzer, of New Jersey; former U. S. Senator J. S. Frelinghuysen and Postmaster General Harry S. New.

The "editorial platform" announced by The Press was as follows:

"Elect Coolidge and Dawes.
"Better transportation for Newark.
"Development of Port Newark.
"Lower State and local tax rate.
"Adequate wages for all civil employees.
"Elevation of citizenship through adequate schools.
"City planning program.
"A million population for Newark.
"Modern rail terminals.
"More playgrounds for children."

The editorial salutation was a first-person address by The Press to the public, as follows:

"I am Volume I, Number 1, of The Press, Newark, New Jersey. Inviting myself into the home life of the Robert Treat City.
"Anxious to be neighborly.
"Shunning gossip, but able and willing to share the great responsibility of journalism and citizenship.

"Americanism.
"Complete, accurate, dependable.
"Willing to entertain.
"Anxious to serve.
"Sure to be useful.
"I want to meet your friends and have you meet mine—including Calvin Coolidge and Charles G. Dawes.
"Pipe and all.
"Show you my pictures of men, women and events.

"Lend you them in a neighborly fashion.
"You may read my mail.
"My telegrams from North America.
"Also my cables and radiograms.
"Nthing will be hidden.
"Because my correspondence will be clean—from normal-minded men and women who know how to write what will interest you.

"I'm going to tell you what His Royal Highness, the Prince of Wales, does on his ranch, and show you the pictures I get from there.
"I'll keep you abreast of political affairs in this presidential year.
"I'll let you read all about the latest developments in the new Irish situation. Tell you what the new fashions are like and let you know anything new in business.
"That is a neighborly duty I owe you.
"But most of my efforts are to be devoted to Newark and environs. Because, as neighbors, we want to know more about ourselves than we do about distant acquaintances.

"You will find me in the churches, social circles, lodge rooms, civic organizations, sport realms, at the City Hall, down in Trenton, and, of course, on very intimate terms with Washington and the White House.
"From the beginning you will notice that I have all the news from Newark's stores.
"More than one million agate lines of paid advertising were contracted for by the merchants of Newark before I actually moved into my big red home in Treat place.
"That's neighborliness.
"Proof that I am welcome.
"Certain indication that I am going to be a good neighbor.

"And a permanent resident.
"You'll like the way I am dressed. It's the real fashion nowadays. Cut from the same pattern used by Cornelius Vanderbilt out in Los Angeles and San Francisco—a style he is introducing into Detroit. Cut from the same one the Pattersons used when they founded that wonderful success, The Daily News of New York City.
"Copied also by Mr. Hearst in Boston and on Manhattan.

"Followed by the Scripps-Howard publishers in Baltimore and Washington.
"A good style, without wasting material, but every speck of the fabric simon-pure.
"Thus do I come to life.
"A tabloid in size.
"Gigantic in treasure."

Under MacMahon in the editorial department are: Harry Stevens, city editor, at one time on the *Newark News*; Victor C. Olmsted, news editor, formerly on the *Philadelphia Public Ledger*; Bernard G. Kaufman, dramatic editor, formerly on the *London Telegraph*, and more recently on the *Montreal Star*; Joe Donovan, formerly *Newark Ledger*, and Sam Kopp, formerly *Newark Call*, sport editors; Ivan J. Barr, former columnist on the *Omaha Bee*, then later on Newark newspapers, columnist; Tom Cassidy, politics, formerly on the *Boston Advertiser*, more recently on Newark newspapers, and Miss Anna Guenther, society editor, who held this position for six years on the *Newark News*.