

PENNSYLVANIA PUBLISHERS ELECT E. A. SWEENEY AT HARRISBURG MEETING

Series of Addresses Emphasize Responsibility of Newspapers as Guardians of Public Welfare—Association Groups Meet

E. A. SWEENEY, publisher of the *Greensburg Tribune-Review*, was elected president of the Pennsylvania Newspaper Publishers' Association at the annual meeting held in Harrisburg, Jan. 27-28. Walter Sanborn, *Lansdale North Penn Reporter*, was elected vice president, and Harry Reynolds, *Quarryville Sun*, secretary-treasurer.

The small country newspaper does more to mould the sentiment of the nation than any other agency, Governor Fisher told the publishers at the session Friday. A general forum on "The Making of a Newspaper" was held Friday morning. It was presided over by E. J. Lynett, of the *Scranton Times*.

George E. Graff, of the *Williamsport Sun, Gazette and Bulletin*, argued for newspaper protection of public utility users. He said the laws have become so involved that the individual is comparatively helpless against the array of legal talent engaged in the construction of present day financial structures.

George B. Parker, editor-in-chief of the Scripps-Howard Newspapers, emphasized the responsibility of newspapers to the 95 per cent of the public which needs their guardianship. He urged the editors to scan anew the bill of rights and re-dedicate themselves to the safeguarding of the public welfare.

Technical problems of newspaper production were discussed at the afternoon meetings.

Dr. William T. Ellis, lecturer, addressed the publishers at the annual banquet. He decried the prominence with which crime news is displayed in the newspapers, stating that every editor can find more worthwhile news in his own locality. He also advocated better pay for newspaper men. He said he thought they were more poorly paid than ministers.

Merle Thorpe, editor of the *Nation's Business*, declared that the government cannot operate business as well as private individuals.

At the Saturday morning meeting more problems of newspaper building were dealt with, particularly advertising rates. Editors and publishers of Associated Press member newspapers and clients of the United Press met separately at luncheon.

The following members of the executive committee were chosen:

District No. 1, daily, J. H. Zerbey, *Pottsville Republican*; weekly, H. B. Heywood, *Conshohocken Recorder*. District No. 2, daily, Col. E. G. Smith, *Wilkes-Barre Times Leader*; weekly, B. R. Gardner, *Montrose Independent*. District No. 3, daily, H. W. Young, *York Dispatch*; weekly, H. E. Trout, *Manheim Sentinel*. District No. 4, daily, G. A. Stewart, *Clearfield Progress*; weekly, Marion S. Schoch, *Selinsgrove Times*. District No. 5, daily, C. M. Bomberger, *Jeannette News-Dispatch*; weekly, W. S. Livengood, *Meyersdale Republican*. District No. 6, daily, E. T. Stevenson, *Titusville Herald*; weekly, J. E. Kocher, *Zelienople Valley News*. Members at large, D. N. Selp, *Altoona Mirror*; Paul Eyerly, *Bloomsburg Press*; Charles R. Long, *Chester Times*.

Ralph D. Hetzel, president of Pennsylvania State College, addressing one of the earlier meetings, discussed the place an institution of higher learning should have in a community.

Dr. Hetzel said that the state should provide funds for the setting up of an agency to develop scientific research in the interests of public well-being. Much could be done for industry, great and small, if such an institution were created, he said, as has been done for agriculture in the past.

Paul R. Eyerly, retiring president of the organization announced that the addition of about 20 members to the Pennsylvania Newspaper Publishers' Association

had increased its total membership to more than 200, making it the largest group of its kind in the country.

Entertainment at the annual banquet included music by a jazz orchestra and by the Aeolian Quartet of Wilkes-Barre. Con McCole, humorist, spoke.

The Rev. S. W. Herman, pastor of Zion Lutheran Church, gave the invocation, and the benediction was pronounced by the Rev. Joseph R. Murphy, rector of St. Francis' Roman Catholic Church.

ALL-NEWSPAPER PLAN DECLARED A SUCCESS

McQuiston Will Continue It Through 1928, New York Office of Westinghouse Company Says—Manager Tells Why in Address

J. C. McQuiston, advertising manager of the Westinghouse Electric and Manufacturing Company, has made it plain that he will continue to follow the "All-Newspaper Advertising Plan" which he started last year. Although, addressing the Advertising Club of New York on Jan. 31, he praised newspapers highly, Mr. McQuiston made no definite announcement regarding 1928, but his New York office professed that for a certainty this year would see continuance of the successful advertising idea.

"By placing Westinghouse advertising in the local newspapers of some 400 cities and towns, we are able to give our company a local identity that is very helpful to our salesmen and distributors in the sales of our products within those communities," Mr. McQuiston said in his New York address.

"It is very nice for the Westinghouse Company to have a reputation of being a fine, substantial organization away out in East Pittsburgh, Pa., but it is much more inducive to immediate sales for the Westinghouse Company to have a local identity right in the town where we are

doing our advertising, and, incidentally, our selling."

Other points listed by McQuiston, in explaining why advertisers prefer newspapers were:

Their flexibility; the opportunity they afford for test advertising; the possibilities inherent for co-operative tie-in advertising; reader interest; instant action; public relations appeal; localizing and nationalizing; the possibility of checking results; and the fact that newspaper advertising interests local dealers and obtains full sales support.

Regarding reader interest, Mr. McQuiston said:

"We have grown into a nation of newspaper readers until today nearly every worth-while American buys and reads his daily paper. As a result any message in the newspaper comes to the reader fresh and welcome and secures immediate attention."

SOCIETY GIRLS BOOST ROTO SECTION

Junior League in Charge of Special Edition of Hartford (Conn.) Courant March 6—Expected 16 Pages, Have Already Sold 20

A method of promoting its rotogravure section among local merchants and national advertisers is being worked now by the *Hartford (Conn.) Courant*, of which J. W. Thurston is advertising manager.

The local Junior League has been promised all revenue from the rotogravure section to be published March 6, and the society girl members of the society are selling the space. A part of the plan is that members of the Junior League will pose for the advertisement placed in this issue. Letters are being sent out by the girls to national advertisers, containing offers to pose using various nationally known products.

The original plan was to publish a 16 page section. The girls started work Jan. 3 and already have sold 20 pages. It is expected that the League will raise about \$10,000 this way for a local charity.

In preparing for the stunt, H. H. Conland, publisher of the *Courant*, and Mr. Thurston were assisted by J. C. Wilberding, vice-president of the Gravure Service Corporation.

PHILADELPHIA SUN TO SUSPEND FEB. 4

John C. Martin Announces He No Longer Cares to Publish a Tabloid—To Absorb Staff with Ledgers—Started May, 1925

John C. Martin, vice-president of the Curtis - Martin Newspapers, informed EDITOR & PUBLISHER on Thursday this week that he would discontinue on Saturday, Feb. 4, publication of the *Philadelphia Sun*, morning tabloid, which was founded in May, 1925, after Cyrus H. K. Curtis purchased and suspended the *Philadelphia North American*.

"Our feeling is," Mr. Martin said, "that tabloids as a whole have been given such a bad reputation among readers and advertisers that we no longer care to publish one."

With this terse comment ends an experiment in conservative tabloid journalism. The slogan of the *Sun* was: "A compact newspaper for busy people." It was well illustrated, but was always first of all a newspaper, content to play down sensationalism.

In the first issue, Philadelphia readers were saluted with a statement, reading in part:

"The Sun, as you can see, now that it phia and the world in general is a promise that it will resolutely try to deserve its name. It will toil to shine cheerfully and to make all things of importance brightly visible."

"The Sun, as you can see, now that it is in your hand, is designed to be a paper for busy men and women who may find pleasure or benefit or both in a swift survey of the world's doings every morning. Briefly and briskly it will tell all the facts and leave out as much of the writing as can be spared."

David E. Smiley now general manager of the North American Newspaper Alliance was the first editor-in-chief of this Philadelphia tabloid. The original circulation in 1925 was some 9,000, after returns had been disallowed, and in a year this figure was boosted to 70,000. The last A.B.C. statement gave it a circulation of 96,164, which, with the exception of the *Sunday Item* and the *Sunday Transcript*, was the lowest circulation of all Philadelphia papers.

Bernarr MacFadden has a tabloid in Philadelphia, the *News*, with a circulation of 136,876. The *News* started publication two months before the *Sun*, in March, 1925.

H. B. Nason, Jr., has been managing editor of the *Sun* since it was started. Robert Clark was city editor and Joseph McGlynn, sporting editor. Business and advertising were handled by the business office of the Curtis Martin Newspapers.

Mr. Martin said the staff of the *Sun* would be absorbed by the *Philadelphia Public Ledger and Evening Public Ledger*.

TELLS AGENCY WHY

Lynchburg News Replies to Criticism of Its News Policy

When the *Lynchburg (Va.) News* received a telegram from Lennen & Mitchell, advertising agents, recently, expressing "surprise and disappointment" that the Old Gold airplane was not given more publicity than it received when it passed over Lynchburg, the advertising manager, M. K. Duerson, replied as follows:

"The business office of this newspaper assumes no control or interference in the editorial department and we assume that the editorial department gave such publicity in the news columns as the editor considered it deserved.

"In this connection we are at a loss to understand why manufacturers desert the generally accepted advertising mediums in favor of the spectacular and bizarre and then acknowledge their small faith by expecting the newspapers to give their space free of charge in order to make that type of advertising effective."

AT MERCY OF LORD ROTHERMERE'S PRESS



Lord Rothermere, titled British publisher, wore a cowboy outfit and carried a six shooter during his recent visit to the ranch of Amon G. Carter, publisher of the *Fort Worth Star-Telegram and Record-Telegram*. In the picture are (left to right): H. M. Magendie, mailing room superintendent, *Star-Telegram*; L. E. Phillips, vice-president and general manager, Phillips Petroleum Company, Bartlesville, Okla.; James Heddle (hand raised); E. Cameron (the hold-up victim); E. Outhwaite, secretary to, Lord Rothermere; G. L. Warden, managing editor, *Paris Mail*; Amon G. Carter; Lord Rothermere (with pistol); (obscured and without hat) Frank W. Clarke; G. Ward Price.