

# MURDERER IS FREED TO BE ADVERTISER

Louis Victor Eytinge, 15 Years  
in Prison, May Take a  
\$6,000 Post Here.

## SAVED BY LITERARY SKILL

And Thousands of Dollars He  
Made and Spent for the Wel-  
fare of Fellow-Prisoners.

PHOENIX, Ariz., Dec. 30.—Louis Victor Eytinge, who has gained prominence through his literary accomplishments while serving a life term for murder in the Arizona State Penitentiary, received a parole today from Governor Thomas E. Campbell.

Eytinge while in prison wrote several stories and articles which were published under his name. During the war he contributed to the advertising campaigns for the United States Liberty Loan drives.

According to Mr. Campbell, Eytinge recently received an offer of a position with a New York publishing firm at a salary of \$6,000 per year, and the parole was made contingent upon acceptance of this offer. The parole will become effective immediately.

Louis Victor Eytinge, who at the age of 28, was sentenced to life imprisonment fifteen years ago for the murder of a man, is considered today one of the most brilliant advertising writers in the country, with a reputation in every advertising club in the United States. He has written scores of articles of a technical nature and a number of scenarios for moving pictures, as well as hundreds of sales letters for concerns all over the country—all of this since he was condemned to the Arizona State Penitentiary.

Having served two terms in prison for forgery, Eytinge, in 1907, was sent by relatives from Columbus, Ohio, to Arizona, with a promise from them of \$100 a month so long as he kept away and out of trouble. Sixty days later he was standing before a judge in Phoenix, accused of taking a man out with him in a buggy and murdering him on a lonely ranch. Whether Eytinge was guilty of the man's actual death no one was able to decide. The victim had asthma, heart trouble and tuberculosis, any one of which might have killed him. On circumstantial evidence he was condemned to life imprisonment. Judge A. C. Baker of Phoenix, who defended him, paid the expenses of a new trial out of his own pocket, and William A. Pinkerton said it was improbable that Eytinge had committed the murder, as his criminal bent was not in that direction.

Weak and hardly able to walk, Eytinge entered the prison hospital where he was expected to die at any time from tuberculosis. It was while in a hospital ward, together with nineteen other consumptive cases, that he first began to stage his come-back, which attracted the attention of the advertising world.

Bothered by mosquitoes, Eytinge decided that he would have to have money to buy netting. From the advertising pages of a magazine he cut out the names of two Western curio dealers and he wrote offering them horsehair trinkets made by him and the other ward prisoners, whom he organized into a sort of manufacturing force. At the end of the year he was sending out wonderful sales letters to about forty dealers. He gained weight and he and the other prisoners were getting all the things they needed and making money.

Then the prison authorities decided that two letters a month were all that Eytinge could send out. It was then that he learned the secret of writing sales letters of such pulling power that they were the wonder of the business world. In 1912 the embargo on letters was lifted and Eytinge was thus at liberty to become what he wanted to be, a specialist in the advertising field. He had for a long time been studying the leading trade papers. He now launched sales campaigns and wrote letters to the different organizations, full of suggestions of originality and power. His own business grew, and although he made several thousand dollars a year he saved none of it. He spent it all on milk and eggs for sick prisoners and to aid other prisoners in every way possible.

Increased in weight and now pronounced cured of tuberculosis, Eytinge, from his prison cell began to attract national attention. His booklet on "Giving Letters Life and Decent Dress," one of the most admirable works of its kind, was first read at the Toronto convention of the World's Advertising Clubs. His name appears as author of two sales books, and he has won a silver cup in a nation-wide contest among advertising men.

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